

# PRINTERS' INK

Registered U. S. Patent Office

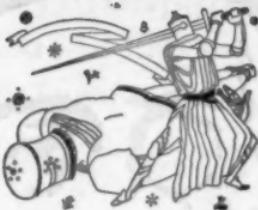
A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXLI, No. 2

NEW YORK, OCTOBER 13, 1927

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B. A. I. S. 1915 with  
N. W. Ayer & Son



## For beauty's favor

IN THE days of good King Arthur, the doughty Knights of his table round fought giants, slew dragons and circumvented evil enchantments all in the service of beauty.

We moderns are accused of being soulless, but surely romance and adventure yet throb in the wrist of every man. Do we not beard nature in her laboratory, wring tribute from sullen earth, contest for control of world markets, joust and jest with fortune and shake dice with death—for a woman's smile?

And so in the advertising of Armand toiletries we have visioned Sir Armand entering the lists for beauty's favor. Sir Armand slays the giant Shiny Nose. He worsts the dragon Grime. He restores to their true selves three maidens, Distraction, Daintiness, Disdain, bewitched into believing themselves Difficulty, Doubt and Discontent. He tricks the old warlock Wisewoman into revealing the secret of beauty and gives it to all fair damsels.

We have prepared the advertising for the cosmetics made by Armand of Des Moines for eleven years, and the tale hath it—"Successfully."

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





**Herbert Tareyton is back at Federal. Federal created him. Federal prepared the advertising which helped him to achieve pre-eminence among the better quality cigarettes. And now Federal is happy to announce his return, and to add to its list of clients the name of the UNION TOBACCO COMPANY, Purveyors of Better Cigarettes and Tobaccos. Federal Advertising Agency, Inc., 6 E. 39th St., N.Y.**

Issued  
Published  
June 25  
Vol. C

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# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXLI

NEW YORK, OCTOBER 13, 1927

No. 2

## Ditto-ism

"What Is Being Done in Advertising This Season" Is a Poor Copy Guide

By Lawton Mackall

THE cleverest selling appeal, like the catchiest popular song, can be overworked. Especially when your competitors begin to sing the same tune.

History has failed to record the name of the enterprising hawker of football pennants who invented the catch-cry: "Get the winning colors!" Whoever he was, he probably sold a lot more college gew-gaws than any of his confrères—till they copped his holler and made it unanimous.

Since his time, college football has so boomed in popularity that stadiums as big as reservoirs are filled to overflowing, and the opportunity for pennant venders has increased accordingly; yet all flags, ribbons, feathers, flowers, and trick doodads are offered as "Get the winning colors."

Just a mob of parrots, each doing a picayune business. If any one of them should step forward with a fresh idea, a new appeal, he would make a clean-up. But no; all the way from the railroad station to the stadium the football fan is hailed with the same monotonous cry. Hawker number eighty-six in line, bearing a board-full of buttonhole bulldogs, greets the fan with the novel suggestion, "Get the winning colors"—which rolls off him like water off a canvas back.

We may smile at the nitwitted lack of initiative shown by these lowly hucksters. No one expects them to be merchandising geniuses. But isn't Ditto-ism sometimes to be met with in the realm of Big Advertising? Look through the

pages of any well-fed publication and see!

Perfumes, for example. Perhaps a dozen different brands, each Frenchly glorified as being the pet, ultra-ultra perfume of Paris. What is the total effect upon the casual page-turner? Simply that the French metropolis must be glutted with elegant scents, and that anything in a nifty-looking bottle is, as a matter of course, Rue de la Paix stuff—so why be fussy as to which brand one gets?

My guess is that this standardized-appeal advertising sends milady to the store asking to be shown some "Paris perfumes," and that she makes her choice as her eyes and nose decide. Whether she selects a gill of Alphonse's Parisian "Hors d'Oeuvres d'Amour" (pardon my poor memory for French) or a vial of Gaston's Parisian "Baisers de Chaise-longue" is possibly immaterial to everybody except Alphonse and Gaston. But it does matter considerably to these gentlemen in the long run—especially if one of them is spending a lot of money advertising Paris perfumes (with the accent on the *Paris*), and the other is getting very nearly a free ride.

This standardization is the more curious in view of the fact that perfume is such a fascinating product to popularize. It is an article that offers an endless variety of angles of presentation, almost unlimited possibilities of glamorous revealment. The history of perfumes, the use of them by queens and court beauties—what a mar-

velous pictorial series could be worked out! Or take the highly interesting facts about the way flower essences are made in the South of France—Provence, the Land of the Troubadours!

As one who has visited the terraced flower-fields of that enchanted region and inhaled the fragrance of the lovely mimosa trees that droop their feathery branches beside the Golden Corniche Road, I cannot but wonder that so little is told of the color and romance that go into French perfume vials. Why, the world-famous Flower Carnival of Nice is a by-product of this industry! Verily a gold mine of popular appeal is waiting for some brand of perfume that chooses to quit the general chorus of "Exclusive from Paris, the Latest from Paris"—and strike up a song of its own.

How effectively this sort of thing can be done has been notably demonstrated in the case of Gruen Watches. Here we have the quaint background of Old Switzerland, with its traditions of fine workmanship, played up in a perfectly legitimate and very alluring way. And what is the result? Gruen Watches are mentally set apart from all other watches; and the name Gruen carries a vivid aura of interest and attractiveness.

There would seem to be no such opportunity for exotic presentation in the advertising of automobile tires, because the story of rubber-growing in the tropics wouldn't exactly thrill the man who is confronted with the problem of getting new shoes for the family bus. Nevertheless the advertisements of competitive tire concerns need not be quite so similar as most of them now are.

Considered separately each advertisement is darn good; as a flock, they neutralize each other and bewilder the beholder. I say this from the heart, as I happen to be just now in the predicament of having to buy a couple



## Chorus: we want home-made candy!

And here's how  
to make  
IT

PRINTED EXCLUSIVELY FOR OH HENRY CANDY COMPANY BY THE AMERICAN CANDY COMPANY, INC., NEW YORK CITY. © 1927 OH HENRY CANDY COMPANY, INC. ALL RIGHTS RESERVED. OH HENRY IS A TRADE MARK OF OH HENRY CANDY COMPANY, INC.

Eager appetites clamor for this famous home-made candy that has satisfied the urgent palate of millions!

It's Oh Henry!—originally home-made and still made the home-made way. Oh Henry! is like honest-folks—chancery in the rough!—no frills or froufrou—but when that urge for real home-made candy is upon you just walk up to the nearest candy counter and say

**Oh Henry!**



MR. MACKALL DOPPS HIS DERBY TO THE CREATORS OF WHAT HE TERMS "THIS RICHLY ORIGINAL WALLOP"

of hollow rubber bands for my trusty chariot, and I've been seeking lucid dope as to the most satisfactory species of all-round gums. I had just been impressed by a very convincing leaflet which came in the mail from one of the leading tire companies, when I picked up a magazine and read practically the same story, told in different words, by another leading company. I feel as though the august tire manufacturers had got together and taken elaborate pains to prove to me that their various makes are all practically alike.

Presumably some of them are "*me-too-ing*"; but as I am a mere outsider, concerned solely with shopping for faithful Beansy, I don't pretend to know which is Original Claim and which is Copy-Copy.

Sir Charles Higham, the eminent publicist of London, England, and world-wide promoter of India Tea advertising campaigns, dispatched the following cablegram to The Standard Union yesterday:

## WESTERN UNION CABLEGRAM

NEWCOMB CARLTON, President

J. C. WILLEVER, First Vice-President

Received at 40 Broad Street (Central Cable Office),  
New York, N. Y.

ALWAYS  
OPEN

431E LONDON 54.  
CLT PUBLISHER STANDARD UNION BROOKLYN, N. Y.:  
HAVE AGAIN VINDICATED MY FAITH IN NEWSPAPER  
ADVERTISING ONLY. INDIA TEA IMPORTS INTO  
AMERICA UP OVER TWO AND ONE HALF MILLION  
POUNDS WEIGHT IN LAST TWELVE MONTHS,  
ALTHOUGH TEA IMPORTS GENERALLY ARE DOWN.  
YOUR PAPER PLAYED ITS PART IN THIS GREAT  
ACHIEVEMENT. CONGRATULATIONS. SIR CHARLES  
HIGHAM, LONDON, ENGLAND.

Thank you, Sir Charles.  
You are a gentleman and  
a scholar. Also a good ad-  
vertiser of a fine product;  
likewise a fine judge of  
newspapers.

I do notice, though, that Kelly-Springfield keeps aloof from the rest, taking no part in the scientific and statistical argument, but suggests in an engaging, offhand way that Kelly's are a good bet. In my present state of puzzlement this debonair solicitation strikes me as being as refreshing as it is distinctive.

"Truth in Advertising" is very laudable and essential. But the consumer would appreciate some *help* as well. Nullification of the other fellow's copy through imitation is a poor way of promoting business, and so is the tossing back and forth of artfully aimed monkey-wrenches.

At the risk of being crowned with something even harder and heavier, I rise to request, as a member of the patient reading public, that the *Vague Comparative* be let up on for a while. "Contains more" . . . "gives you more" . . . "the new and better way of" . . . "20 per cent more protection" . . . "better" . . . "better made" . . . "better" . . . "better kind" . . . "BETTER." Surely this must be the Age of Universal Betterment, when virtually every product is a Better product, sold at the Better shops!

"Better" was a perfectly good word—in its youth. And so was "different," until it was pinned to every sort of product under the sun. Poor old "different!" Used to be the champion adjective, in the days before the New and Better era. At the present moment we are entering the "Modern" epoch.

If some conscientiously correct copy writer should by chance forget and leave his kit of Approved Words and Phrases in a taxicab, he might make the astonishing discovery that the product he is hired to advertise will dictate its own statements if given a chance. If he can forget, for the time being, that he is a highly paid prima donna, and *interview* the product—be it a gorgeous motor car or a humble floor-mop—he will get his story. And it will be a far more interesting story than any he could concoct with the aid of

"What Is Being Done in Advertising This Season."

Several years ago, a friend of mine was commissioned to write a booklet about a line of briar pipea. He was given a rack of good-looking briars as Exhibit A, and the booklet of a famous make of pipes as Exhibit B. "Now go to it!" he was told. And he did. He handled the briars (without presuming to *smoke* any of them), and re-worded the substance of Exhibit B into something that sounded hand-painted and high-falutin'. He felt that if words could sell, these ingeniously "gentleel" ones ought to do the trick.

This summer the same client asked him to do another pipe job, handing him quite a collection of briar booklets, including the one he had written when he was a "clever young copy writer." "You might look through these, but don't follow them," was the injunction this time. "Certainly not this one. (His!) It's terrible."

And this time the copy writer spent a week studying the product itself. He became so interested in it that he had a hard time compressing his first-hand facts into the compass of the booklet. The result wasn't just a job lot of flossy words—it was a living, breathing piece of copy.

Synthetic enthusiasm and fabricated forcefulness aren't worth a groat. They might as well be printed in invisible ink, as compared with stuff of the K. O. quality. What sickly also-rans they are in the company of such as the Oh Henry! advertisement reproduced in this article. To the creators of this richly original wallop I devoutly doff my derby.

Anything in the universe is interesting and has a write-about face, if one but ferrets out the facts concerning it, and if one has the mental elasticity to grasp their significance. Any investigation is an adventure. Think of the excitement which scientists have elicited from atoms! If great minds can get a thrill out of a million-millionth of a speck of common table salt, what a kick an ordinary person like myself ought to be able to get from such

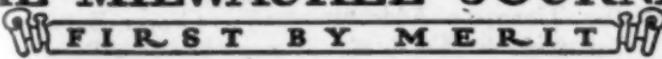
**More Than One Half Million Wisconsin Readers Every Day**

# The World's Record in Display\* Radio Advertising?

ON Sunday, October 2, The Milwaukee Journal printed 51,197 agate lines of paid display radio advertising. The best available information shows only two papers which have approached this record up to this time, one a New York paper which carried 49,078 lines of display advertising, and a Detroit paper which carried slightly over 42,000 lines.

If any other newspaper exceeded The Journal's record, the information has not come to the attention of The Journal.

\*NOTE: The Milwaukee Journal does not count editorial news and feature matter in its record of paid advertising. Any figures compared with the above should therefore be strictly paid display advertising carried in special radio sections. Had The Milwaukee Journal counted radio news columns in the special section devoted to the Radio Corporation of America, 7,028 lines would have been added. Figuring on the basis used by some other newspapers, including editorial matter in the R.C.A. Section, The Journal would have carried 58,225 lines.

**THE MILWAUKEE JOURNAL**  
  
**FIRST BY MERIT**

**Read by More Than Four Out of Five Milwaukee Families**

an obvious marvel as, say, a fine player-piano or an automobile! For such things *are* marvels of the age, despite their no longer being novelties. The mere fact that we are used to them does not make them any less magnificent achievements.

We are too prone to accept the wonders of civilization without *realizing* them, just as the farmer sees sunsets without noticing them except as weather indications. We read books to have our own feelings described to us. New Yorkers had to have O. Henry tell them about the things right under their noses.

The ablest writer of advertising copy is not the fellow who can pump up a specious gusto over something which has just been laid on his desk. He is not the verbal virtuoso who can work himself up into a lather of language over something which interests him not a whit. He is the fellow with the freshness of perception to *take in* the significance of an article as something that man has made for man. He must be able to go to a factory with the observation of a Sherlock Holmes—and eye peeled for "clues" that lead him to the Big Idea.

Having grasped the making and meaning of the product and having pondered the human need it is designed to meet, he should have no trouble in *interpreting* the nature and function of that product to the public, without recourse to humdrum appeal-patterns or parrot phrases.

"Get the winning colors" into the copy: *genuine interest and spontaneity.*

#### N. C. Wilson Joins Lord & Thomas and Logan

Neill C. Wilson has joined the San Francisco office of Lord & Thomas and Logan as an account executive. He has been advertising manager for many years of Sherman Clay & Company, San Francisco.

#### J. Walter Thompson Adds to Foreign Staff

J. Kingsley Gould and Karl Knite have sailed for England to join the foreign offices of the J. Walter Thompson Company, Inc.

#### Erwin, Wasey Agency Adds to Staff

Arthur Anderson, C. R. Vail, W. J. Griffin and Howard Cutler have joined the New York office of Erwin, Wasey & Company, advertising agency. Mr. Anderson, who has been with Young & Rubicam, has been made an account executive. Mr. Vail, formerly with the Campbell-Ewald Company, has been added to the research department.

Mr. Griffin has joined the copy department, having previously been with George Batten Company and Lennen & Mitchell, Inc. Mr. Cutler is with the art department.

#### V. D. Clausen Returns to Devoe & Raynolds

V. D. Clausen, recently president of the Ajax Advertising Agency, Inc., New York, has joined the Devoe & Raynolds Company, New York, paints and varnishes, as advertising manager. He was made president of the Ajax agency upon its organization in 1923. Previous to that time he had been assistant advertising manager of Devoe & Raynolds.

#### H. K. Boice Joins Lennen & Mitchell

H. K. Boice, recently vice-president of the George L. Dyer Company, has joined the staff of Lennen & Mitchell, Inc., New York advertising agency. He was formerly with Critchfield & Company, Chicago, for eleven years, resigning as president in 1922 to join the Dyer agency.

#### H. A. Sprague, Publisher, St. Joseph "News-Press"

Hugh Almeron Sprague, for many years advertising and business manager of the St. Joseph, Mo., *News-Press*, has in addition been made publisher. He succeeds Louis T. Golding, who retired after a management of this paper for twenty-five years.

#### D. F. Whittaker, President, Boulden-Whittaker

Don F. Whittaker has been elected president of the Boulden-Whittaker Company, Inc., New York, publisher and publishers' representative, succeeding Hal T. Boulden, whose resignation is reported elsewhere in this issue. Mr. Whittaker has been vice-president of Boulden-Whittaker.

#### Amory Browne Appoints George Batten

Amory Browne & Company, Boston, have appointed George Batten Company, Inc., to direct the advertising of Kalsburne ginghams and other products of the Lancaster Mills.

## New England's Second Largest Market

# Rhode Island Resources

The total resources of Rhode Island Banks for the year ending June 30, 1927, were \$571,440,938.69. This represents a gain of \$39,458,582.00 over the previous year.

Savings accounts in Rhode Island Banks for the year ending June 30, 1927, amounted to \$320,916,157.60, an increase of \$21,799,-450.00 over the previous year.

This prosperous and responsive market offers excellent sales opportunities to advertisers who use

## **The Providence Journal and The Evening Bulletin**

**Circulation 110,042 Net Paid**

**Providence Journal Company  
Providence, R. I.**

**Representatives**

**Chas. H. Eddy Company      R. J. Bidwell Company**  
**Boston New York Chicago      Los Angeles San Francisco Seattle**

Now ——————  
**The Fashion Authority  
of Harper's Bazar  
is made available  
to advertisers in  
A NEW  
FASHION  
SERVICE** ——————



*Advertising agencies and ad-  
vertisers who are using or  
planning to use Harper's  
Bazar are invited to consult  
the Fashion Service Bureau.*

To help  
are fast  
To help  
zine in which it reaches

HARPER'S BAZAR

**FASHION—the most important trend in the world of merchandising and advertising today.**

**FASHION—the great theme of Harper's Bazar.**

The fashion resources of Harper's Bazar are now placed at the disposal of advertisers—through a newly created fashion Bureau.

Will be the purpose of this bureau to furnish fashion information from our Paris and New York fashion organizations, and in a way that may prove valuable to their advertising plans and copy.

To help plans more profitable, because they

help advertising as fashionable as the magazines, and the families of the Inner Circle

**HARPER'S BAZAR**

# The Gentle Graftor and "Official" Publications

His Little Graft This Time Is the Solicitation of Advertising for Publications That Apparently Are Sponsored by Governing Authorities

By Edwin H. Stuart

President, Edwin H. Stuart, Inc.

I WAS very much interested in the article appearing in a recent issue of *PRINTERS' INK*, entitled, "The Iron Hand vs. the Velvet Glove in Handling Charity Advertising Solicitors,"\* as well as other articles of the same tenor.

There is one branch of graft which has not been touched on in these articles and that is appeals by politicians and city government officials for contributions to various publications which they issue. The trick in this form of charity advertising lies in the fact that the victim is led to believe that the publication is official and that he is not doing his duty by the city, county, or State, if he does not "fall" for the proposition.

A concrete example that may be cited is the annual Fire Book. This book may be issued by the local fire marshal. He will have, obviously, a fiery red cover. The text of the book will contain instructions as to the proper method of turning in a fire alarm. There will be minute details about the operation of the alarm system, historical data about the honorable record of the fire department of Bingville, several pages of caution regarding the starting of unnecessary fires, instructions regarding the tremendous fire loss incurred by this country every year, etc.

These data may be of some value but are easily obtainable from a score of sources. The telephone solicitors approach the prospect somewhat in this fashion:

"Mr. Blank, this is Mr. Blabla, of the fire marshall's office speaking. Our city fire marshall, Mr.

\*By Fred W. Ellsworth, vice-president, Hibernia Bank & Trust Company, in the September 1 issue of *PRINTERS' INK*, on page 33.

Flame, is preparing an annual year book, which is published every year in the city of Bingville. This book contains much information as well as display advertising of the leading business men of Bingville. We know you will want to be represented together with other progressive business men in these pages, and I am sure (here's the joker) that Mr. Flame will personally be gratified to see you go along with us and that he will be more than willing to return the favor if the occasion should arise."

The reaction in the minds of some business men is as follows: "Well, I can't afford to incur this fellow's enmity because my place might catch on fire some night, and it might make a difference in the speed of the fire department if I refuse to take space."

The firemen are paid by the city to render service to all, regardless of religious, fraternal, political or social affiliation. The book is purely a private enterprise issued by an individual for the age-old purpose of making money without working for it. The words, City of Bingville, are deftly inserted in the telephonic solicitation in order to give it an official flavor.

Similar books may be issued by the police department, in which case little stickers are issued to the subscriber. The sticker may read, "I have subscribed to the Annual Police Carnival and Year Book." The victim attaches the sticker to his windshield with the thought in mind that it will help if he should get in an argument with the traffic cop.

In our organization the answer to these schemes is a courteous, but nevertheless formal and insistent, No.

# cial" ising for ual year ed every le. This nation as g of the Bingville. nt to be h other in these ere's the will per- you go he will turn the d arise." inds of follows: cur this y place e night, rence in tment if the city ardless tical or book is e issued age-old without ds, City erted in n order sued by which sued to er may to the d Year mes the ill help gument answer irteous, I insis-

# Here's the story of the *real* Boston

In considering population figures of cities the outside surrounding territory is in many cases of increasing importance. Take the cases of Chicago and Boston, for example. The city of Chicago has 2,701,705 population and the city of Boston only 748,060. But the actual retail metropolitan territory of these cities contains in Chicago 8,500,000 population and in Boston 2,574,115.

The Advertisers' WEEKLY has investigated over one hundred of the key cities of the United States and finds that some markets are generally over-estimated for purchasing power while others, like Boston, are not known for what they really are.

*Reprinted from the Advertisers' Weekly of November 27*

In an article entitled, "Wide Differences Among Our Big Markets," the Advertisers' Weekly proves our contention that the *real* Boston is *not* census Boston, but rather the vast two and a half million trading territory population. And only the Herald-Traveller will give adequate coverage of the more important of the two groups of this population.

## BOSTON HERALD-TRAVELER

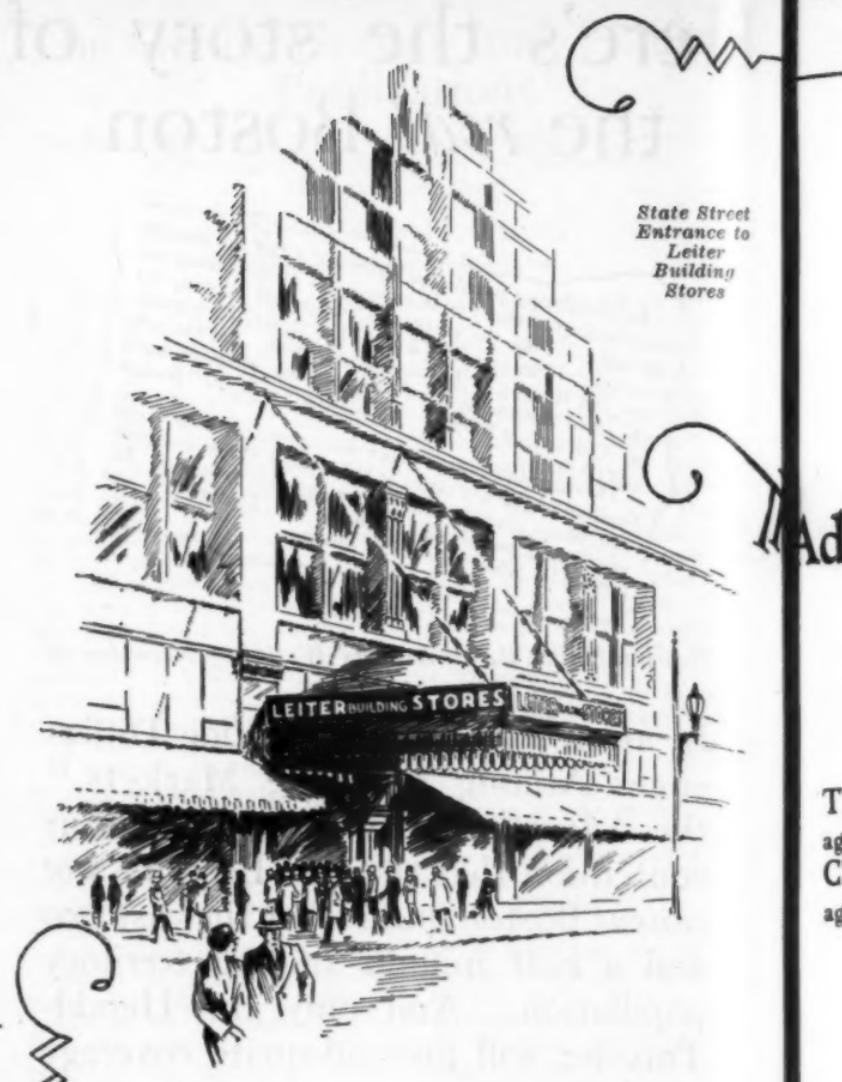
Advertising Representative:  
GEO. A. McDEVITT CO.  
250 Park Avenue, New York, N.Y.  
914 Peoples Gas Bldg.  
Chicago, Ill.



For six years the Herald-Traveller has been first among Boston daily newspapers in National Advertising, including all financial, automobile and publication.

Oct. 13, 1927

Oct.



## THE CHICAGO

*Advertisin**resen*

**NEW YORK**  
J. B. Woodward  
110 E. 42d St.

**CHICAGO**  
Woodward & Kelly  
360 N. Michigan Ave.

MEMBER OF THE 100

UP 0

Average Daily Net Paid Circulation for September, 1927

131-

Oct. 13, 1927

Number eight of a series dealing with facts,  
not theories, about advertising practice  
among Chicago's leading retail merchants.

## Advertising Practice of



The Leiter Building Stores placed 431,385 agate lines of display advertising with The Chicago Daily News in 1926, 163,865 agate lines in the first six months of 1927.

*Chicago department stores placed a total of 7,041,401 agate lines of display advertising with The Daily News in 1926 . . . 4,702,-018 more lines than in the highest daily morning paper . . . 4,389,214 more lines than in the next highest evening paper.*

## DAILY NEWS

representatives:

DETROIT  
Howard & Kelly  
8 Fine Arts Bldg.

THE 100  
CUP OF AMERICAN CITIES

r, 1927

SAN FRANCISCO  
C. Geo. Krogness  
253 First National Bank Bldg.

131—95 Per Cent in Chicago and Suburbs

Oct. 13, 1927



# Millions of Chickens in Oklahoma ~

**O**KLAHOMA farmers had base flocks of 13,023,482 chickens according to the 1925 Agricultural Census—an increase of more than 12% over the 1920 census. In addition to the base flocks, Oklahoma farmers raise 19,670,036 chickens each year and rank third in the production of turkeys in the United States!

Every year Oklahoma farmers are hatching or buying millions of baby chicks. These farmers need incubators, brooders, glass cloth, chick feed, and poultry supplies of all kinds to take care of their poultry flocks. You can get your share of this business by telling Oklahoma farmers about your product in *The Oklahoma Farmer-Stockman*, Oklahoma's only farm paper. It is read by 178,428 farm families each issue.

CARL WILLIAMS  
Editor

RALPH MILLER  
Adv. Mgr.

## The OKLAHOMA FARMER-STOCKMAN

Oklahoma City, Oklahoma

Represented by E. KATE SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

# "Personality" Advertising Helps Sell an Industrial Product

The Driver-Harris Series of "Superstition" Advertisements Makes It Possible for This Company's Salesmen to Be Greeted with a Smile Instead of a Frown

By H. D. McKinney

General Sales Manager, Driver-Harris Company

**T**HE facts and no frills" is by no means a poor motto for industrial advertising; but it seems to us to have its limitations. To explain what those limitations are, the simplest course seems to be to tell how, we believe, we are surmounting them in our own advertising; why we adopted a style which, to many people, probably seems to consist largely of "frills" and why it works in our case at least. Anyway, we know that it does work, and we think we know why.

The Driver-Harris Company has been manufacturing and selling a variety of special alloys for over thirty years; but the particular product that figures most largely in our present advertising story is "Nichrome" resistance wire for use in the heating elements of a wide variety of domestic and industrial electrical heating devices and apparatus. We believe our resistance wire is the best in the world from the point of view of uniform and high quality.

We believe that our progressive position in our industry is due to the development and research work that is incorporated in our products. This can be summed up by saying that the "know how" of making these products is our stock in trade.

But is that all you need for

a successful advertising program? Not in our opinion. And in order to see why not, consider for a moment the nature of our product,



**T**HIS fellow would trifle with me if he could. I know that everyone will tell me that I am being foolish to expect to get a lion's share of the business—but I'll show them."

"He didn't."

"The lion didn't give him a chance to

DRIVER-HARRIS COMPANY  
Hoboken, New Jersey  
Sales Offices: Boston, N. Y., Chicago, San Francisco

## Nichrome

### The DRIVER-HARRIS WIRE

EACH ADVERTISEMENT IN THIS SERIES HAS AS ITS THEME SOME WIDE-SPREAD SUPERSTITION

and the nature of our market.

In the first place, Nichrome is our trade-marked name for an alloy of nickel and chromium. There is no secret about our formula, or for that matter about the formulas of any of our principal competitors. The days of research and argument over such formulas have progressed to the

point where, in an engineering sense, pretty nearly everything is known about them. The necessary properties, requirements, characteristics, specifications or whatever you choose to call them, for heating elements of any kind or description, are matters of common knowledge on the part of any competent electrical engineer—or at least are where he can readily find them, in reference books in which he has confidence.

The chances of finding out anything startlingly new and important about resistance wire, from the standpoint either of material or of design, after all the study and experiment to which the whole field has been subjected, can hardly be called exceptionally good. For that very reason, the chances of finding anything very new to say about your resistance wire, which anybody else cannot or will not say about his, from either of those same standpoints of material or design, are equally poor.

In the second place, our market consists of people who know every word of our story, and every word of our competitors' stories, at least as well as we do. They have been hearing it—all of it—for years. They have been buying resistance wire for all those years, you might say by the carload. They are just about the hardest people to fool the world can produce, even in buying something newer to them than resistance wire; people who know exactly how to wave aside any clever but superficial "talking point" and get down to the essential facts.

They know what they want and they know also that their own standing, in their industry, depends upon their getting exactly what they require.

Further they know that the heart and future of the heating device depends upon the element and since the heating element in a device selling for several dollars costs only a few cents, the buyer of our products must, of necessity, be uncompromisingly particular.

What can advertising do for you in a situation like that? As I see it, it can do a great deal. The very fact that you have to face

the keenest and most merciless kind of competition, that goes right down to the naked bedrock of quality and price, makes it all the more essential that you overlook no efficient means of increasing the effectiveness of your sales effort.

The manufacturer of a staple or a near staple can no more afford to carry one ounce of fat on his selling muscles than on his producing muscles. He must make every minute of his salesmen's time count. Here, in our view of it, is where advertising comes in. In selling an engineering staple to a fact-sated audience, it can give the salesman a running start, instead of a standing start or a handicap, in his effort to get on those terms of friendliness, mutual respect and confidence which must precede a sale.

#### "INSTITUTIONAL" WITH A DIFFERENCE

To try to sell our wire just as resistance wire, would merely put us on all-fours with every other resistance wire manufacturer. When you come right down to it, what is there for us to say about our product, except to ring the changes on the bare assertion that it is a good product? And if every one of your competitors can, and frequently does, say exactly the same thing or much more than we are willing to say, how is the buyer to distinguish among you? Of course it may not be equally, or so uniformly, true when the other fellow says it—it is of course an article of faith with you that it is not—but how is the customer to know that?

But when you set out, in your advertising, to sell "Nichrome" as the product of the Driver-Harris Company, you bring in the element of individuality and the pride of the manufacturer in his product, which just plain nickel-chromium resistance wire, by itself, lacks. And in so doing you take the first step in that running start for the salesman.

But right away you need a very different kind of advertising from that of conventional claims for the excellence of Nichrome.

Your aim is to establish your company in the buyer's mind as an institution with a distinct personality, a character and an integrity of its own which form a safeguard which is of value to him—something definite for him to take hold of and to rely upon.

The very unlikeness of the advertising that can do this, to the conventional advertising which surrounds it in the pages of the industrial journals where it meets the buyer's eye, is in itself a great initial advantage. It is bound to be read by more people than will read any merely conventional advertisement. And reading it, they give it a chance to set its suggestion of a distinct company personality to work in their minds.

But you can't go too far afield. Mere quaintness or queerness for its own sake is no better than conventionality—perhaps worse. If it seems to the reader to have no reason for existence except the desire to be quaint and queer, if it attracts attention and then has no point to which to direct that attention after it has been attracted, it will do more harm than good. You have to remember that you are, after all, in business to sell Nichrome, and that your readers are in business, among other things, to buy it.

What do we do? We start from a point about as remote from our real business as could well be imagined—and half the fun, for ourselves and for our readers, is in finding out by what verbal acrobatics we can, in less than a hundred words, leap the interval and wind up talking about the real point of the whole advertisement.

We can claim no particular originality in the general idea of our present advertising. George M. Cohan, in "It Pays to Advertise," long ago pointed out that everybody is superstitious, or at least interested in superstitions. All we did was to apply the familiar superstitions—or, as we are careful to point out, "the other fellow's superstitions,"—to the business of buying resistance wire.

I don't believe the man exists who, seeing a cartoon illustrating a familiar, or even an unfamiliar,

superstition, will not stop to see what it is all about. Even if he quits the moment he sees the point, or sees our name, he has seen it for all that, and some impression has been produced on him.

He may not realize it, but he passes on to the next advertisement with at least the germ of a notion implanted in his head that Nichrome is especially good resistance wire, and the Driver-Harris Company a good manufacturer, even if it does have original, and in his view undignified, ideas about advertising.

What more can you ask? Could we accomplish even one-tenth as much as that with a long and painstaking discussion of the specifications for good resistance wire, and an explanation of the exactitude with which Nichrome meets those specifications? Where is the point in telling people things they know already to the point of boredom and beyond?

All they need is to be reminded of those things, and the business of reminding them can surely be accomplished at least equally well by starting with something that interests, and even amuses them a little.

Please remember that we are not theorizing about this. We know. We have been at this kind of advertising long enough for the results to become evident. When we get hundreds of letters every year from our best customers asking us to be sure not to forget them when we send out our calendar embodying the current series of "The Other Fellow's Superstitions" in permanent form—when many of these letters suggest new superstitions which the writers think sufficiently quaint or amusing to be included in the series (as many of them are)—we are not apt to worry about the results or about the effect upon our own dignity.

This is particularly true when many of these customers who write to us have become customers only since we commenced this kind of advertising. Perhaps it is a logical fallacy to say: This event came, in time, after this event, therefore there must be a causal relation between them. But

perhaps it isn't. We incline to the latter opinion in our own case at least.

We know too many serious-minded electrical engineers and scientists, and highly placed executives, who avoid all "fact" advertising like a plague—all pedestrian advertising at least—but who read ours faithfully, and comment upon the latest one when they meet one of us.

Does it help us to sell resistance wire?

It does.

Back in the old days it wasn't so uncommon for the Driver-Harris salesman to send in his card, to be greeted with a frown. "Driver-Harris? Never heard of them. What's he selling?" And the salesman had to start from that point, a long way back of scratch.

It almost never happens any more. Nowadays it is: "Say, that was a weird one you fellows pulled in last week's advertisement. Where under the sun does your man dig those things up?" And the salesman is off to a flying start.

Advertising can undoubtedly do many things to assist in the sale of many products. But to us its chief value is that it makes it possible for our salesmen to be greeted with a smile instead of with a frown.

#### Dewey Pinsker, President, Ajax Advertising Agency

Dewey Pinsker, vice-president of the Ajax Advertising Agency, Inc., New York, has been elected president to succeed V. D. Clausen, whose resignation is reported elsewhere. Mr. Pinsker was made vice-president of the Ajax company in 1925.

#### Morton Gibbons-Neff with Insurance Company

Morton Gibbons-Neff has been appointed sales manager for the Philadelphia territory of the United States Fidelity and Guaranty Company, New York. He was formerly advertising manager of Dill & Collins, Philadelphia.

#### Shoe Account to LaPorte & Austin

Carcion Manfis, Inc., New York, manufacturer and retailer of French footwear, has appointed LaPorte & Austin, Inc., New York advertising agency, to direct its advertising account. Class magazines are being used.

#### Advertising Interests to Aid Red Cross Roll Call

On November 11, the American Red Cross will begin its annual roll call for funds to maintain its relief work and public health program. A paper, printing and publishing section of the campaign has been organized, composed of individual groups.

F. M. Lawrence, of George Batten Company, has been made chairman of the advertising agency and mail advertising service group, which also includes publishers' representatives. John C. Martin, of the New York *Evening Post*, is head of the newspaper group. The book publishers' group is headed by Frank C. Dodd, of Dodd, Mead & Company and the business paper group by Charles T. Root, of the United Publishers Corporation.

Other groups and their chairmen are: Printing and allied trades, Joseph Fleming, Fleming & Reavey; book and pamphlet binders, Raymond Baylis, E. C. Lewis Company; photo engravers, Harry Beck, Beck Engraving Company; printers' ink and supplies, John Carroll, Sinclair & Carroll; linotype, W. C. Stow, Stow-Whittaker Company; printing machinery, David Casey, Miller Saw Trimmer Company; lithographers, W. P. Ten Eyck, Snyder & Black; paper manufacturers and dealers, Adam K. K. Luke, West Virginia Pulp & Paper Company; paper boxes, Theodore E. Casselman, and stationers and stationers' supplies, William E. Ward, John Ward & Sons.

#### American Chemical Paint Account to Reimers & Osborn

The American Chemical Paint Company, Ambler, Pa., has appointed Reimers & Osborn, Inc., New York advertising agency, as advertising counsel.

A new product called Juvenator, a carbon remover for automobile engines, is being placed on the market. Test campaigns will be run before any regular schedule is adopted.

#### Allan Hendrick with Kenyon Agency

Allan Hendrick, recently circulation and research director of the *Shoe Retailer*, Boston, has joined The Kenyon Company, Boston advertising agency, in an executive capacity. He formerly was engaged in newspaper work in New England and was at one time in charge of the merchandising research department of the Hearst newspapers in Boston.

#### Barking Dog Account to Tuthill Agency

The Continental Tobacco Company, New York, has appointed the Tuthill Advertising Agency, Inc., New York, to direct the advertising account of Barking Dog cigarettes.

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# Philadelphia

## population has increased 12½% since last census

Philadelphia's Chamber of Commerce has just made public a survey (to January 1, 1927) which shows that 2,051,751 live within the city limits, and this population lives in 422,072 separate dwellings, 4,124 apartment houses and 347 hotels.

No territory has been annexed, and the excess of births over deaths numbers 99,600.

School enumeration is now 340,361; 14,641 factories and plants give work to its population, 5,131 jobbers and wholesalers distribute goods, while 44,102 retailers sell them over the counter.

3,300,000 live and work in the Philadelphia retail trading area.

### Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Average daily net paid circulation for the six months ending March 31, 1927:

**546,527** copies  
a day

The circulation of The Bulletin is the largest in Philadelphia and one of the largest in the United States.

New York Office—247 Park Avenue (Park-Lexington Building)  
Chicago Office—Verree & Conklin, Inc., 28 East Jackson Boulevard  
Detroit Office—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Blvd.  
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

(Copyright 1927—Bulletin Company)

Member of Associated Press

The Average Daily Net Paid Circulation  
THE NEW YORK EVENING JOURNAL  
for the six Months Ending September 30, 1927

680,000

For twenty-eight consecutive years the New York Evening Journal has had the largest evening newspaper circulation in America.

702,284

was the average net paid circulation of the New York Evening Journal each day for the week ending September 24, 1927.

Ne Paid Circulation of  
RKEVENING JOURNAL  
ing September 30, 1927, was

681

The New York Evening Journal shows a GAIN  
of 2,837 copies a day over the same period last  
year, ending September 30, 1926.

# NEW YORK EVENING JOURNAL

*Greatest Circulation of any Evening Newspaper in America  
and a QUALITY Circulation at THREE CENTS a Copy Daily  
and FIVE CENTS a Copy Saturday*

913 Hearst Building  
Chicago, Ill.

2 COLUMBUS CIRCLE  
New York City

General Motors Building  
Detroit, Mich.

Oct. 13, 1927

# Tell it with pictures to tell all *and* everybody

**D**ETROIT NEWS ROTOGRAVURE offers a combination of advertising advantages difficult to surpass. Here you have thorough home coverage of America's fourth city and a medium capable of illustrating your product with fidelity to detail and realism equal to the finest printing available.

The Detroit News was one of the first six newspapers to adopt rotogravure in America and the first in Michigan. From its inception it became the favorite of advertisers and has led in rotogravure advertising since.

The exceptional value of rotogravure advertising is evidenced by the fact that since 1914 the number of newspapers publishing a rotogravure section has increased from five to 74.

For the selling of products suitable for Christmas gifts The Detroit News Rotogravure is particularly advantageous. Its quality of printing permits the faithful portrayal of the luxurious sheen of silk, the luscious glow of pearls or the brilliant glitter of silver and gold.

## The Detroit News

For 54 Years Detroit's HOME Newspaper

346,000 Sunday Circulation

324,000 Weekdays

Statement to Post Office September 30, 1927

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# An Advertising Campaign That Failed—and Why

"Yours Truly" Food Products Had an Ambitious Program, but Results Didn't Measure Up to Specifications

By Hugh Brennan

President, Brennan-Phelps Company

[EDITORIAL NOTE: Recently PRINTERS' INK received a request from the president of one of the largest advertising agencies in the country, the name of which cannot be disclosed, asking for the history of the "Yours Truly" campaign.

Not very much information was published in PRINTERS' INK about this campaign and we asked Hugh Brennan, president of the Brennan-Phelps Company, Chicago advertising agency, for the facts. Mr. Brennan was well acquainted with the campaign and he has set down for PRINTERS' INK its complete history.

It is only on rare occasions that it is possible to get a story upon an advertising campaign that fails and we are indebted to Mr. Brennan for giving all the details of a national campaign that never reached the goal of success.]

IT was seventeen years ago that the ill-fated Yours Truly products of grocery specialties, mostly in the form of canned goods, was launched as an advertising and merchandising scheme.

This Yours Truly movement was not unlike many other plans of that period in the advertising business which flared up brilliantly for the moment, then quickly flickered and died out.

There was a tremendous amount of effort behind the Yours Truly campaign and not a small amount of money expended and for a while—during the early part of 1911, there was justifiable hope by the promoters that Yours Truly would wax and grow strong and develop into an able-bodied advertising entity.

But, in the light of events, this hope was a false hope, and then as the years 1911, 1912 and 1913 progressed it became more and more apparent that the practicability of the plan had never been a certain quantity. Personally, I had thought that the Yours Truly inspiration had really emanated from an observation of the great success of the 57 Varieties, and

that the Yours Truly promoters had fondly hoped they would exceed in importance the 57 Varieties and that eventually Yours Truly would take its place foremost in the business world among the food products of America.

Now, therefore, with this background, a definite plan of Yours Truly products, merchandising and advertising was formulated in the summer of 1910.

Briefly, their plan was to organize well-established food manufacturers into an association. Each manufacturer was to pay \$10,000 upon joining as a franchise fee and, of course, the franchise assessment represented in reality the operating capital of the new company.

It was not intended to interest concerns with a large volume of business but rather to identify with the Yours Truly company such manufacturers who would be willing to have their entire output disposed of through the Yours Truly sales force. Therefore, it was decided to build up first a line of canned goods and, consequently, the initial brands marketed were corn, beans and peas. Later there was added a number of other products such as coffee, macaroni, cocoa, corn flakes, tomatoes, etc.

The plan further involved an advertising campaign of considerable proportion, but the first serious mistake which was later recognized was that the Yours Truly company undertook, at its own expense, to send salesmen into the territory of the United States in all zones and the expense of this particular item at that early stage of the enterprise really proved the undoing of the entire scheme. From forty-five to fifty salesmen were traveled in the year 1911 and

in the early part of the year 1912. Now, before engaging the salesmen, who incidentally were drafted from the larger food houses of the country and who consequently were high-salaried men, the advertising campaign of national proportion was laid out. The appropriation was secured by assessment of each of these manufacturers over and beyond the \$10,000 franchise fee and was apportioned in accordance with the amount of space in each advertisement allotted to the different commodities. Each manufacturer, therefore, paid his allotment of the individual space at the time each advertisement appeared, for it must be remembered scarcely, if ever, was an advertisement inserted on a single commodity but rather the campaign was so designed that several food products would appear in each advertisement.

In all of the advertising copy, of course, the words *Yours Truly* dominated the space. The advertising was usually arranged for four separate columns to be assembled in a page advertisement in national magazines or newspapers. Therefore, a manufacturer usually was assessed on a monthly basis in advance of the appearance of the advertisements for the lineage to be used on his product during the following month.

Late in 1910, the first copy appeared in a certain national magazine on four separate columns photographically illustrated top and bottom with the *Yours Truly* food name very prominently displayed. Then, early in the year of 1911 additional magazines were added and copy inserted. At this time everything seemed to be moving along satisfactorily, and the salesmen on the first time over were showing fairly good results.

Naturally, a great deal of opposition was shown by the independent manufacturer who was selling his own goods direct to the trade in the various States and resistance began to be more apparent as sales in a very few months became harder and harder.

Toward the end of 1911 not a great deal of advertising had been done, but a considerable amount

of the goods had been distributed and were on the shelves of the retailers and in the warehouses of the jobbers.

But they stayed on the shelves and along in the middle of the year of 1912 things began to happen.

The promises that had been made to the manufacturers regarding the quick sale of their entire output were not fulfilled and these manufacturers who had laid their plans in accordance with the *Yours Truly* plan found their own warehouses backing up with unsold goods. It was then decided to switch the plan of advertising and the line of attack of the salesmen was drawn in closer to the base; the management eliminated the States distant from Chicago and decided to concentrate more nearly in the Middle West.

#### BATTLE OF BOSTON LOST

About that time someone suggested an entirely new method of operation and a pretentious campaign of advertising was put on in Boston in one newspaper; a sort of a circus campaign with the blare of trumpets, red fire and everything. Unfortunately this campaign, like one or two of the others, fell as flat as a shad and the battle of Boston was a failure for *Yours Truly*, culminating in a precipitate retreat back to the Great Lakes Zone.

As 1913 approached it became obvious that only a miracle would save the situation and about this time another plan was formulated which involved securing the interest of the Women's Clubs of the United States in an attempt to have them adopt the *Yours Truly* food products by endorsement. It was thought the local merchants would enthusiastically co-operate with the *Yours Truly* association through the women's organizations of the community and here again the gun missed fire for the reason that it was found that many of these women in the local communities were the wives of salesmen for food houses in competition with *Yours Truly*; they were also the wives of food manufacturers who were doing a pretty fair business with



## Every Dining Table Reflects Daily Buying Plans and Decisions

EVERY home is a buying headquarters—and every dining table reflects daily buying plans and decisions. The planning of each meal, the selection of each food, the method of serving—all constitute important daily duties—all reflect definite tastes, definite customs, definite habits.

The quickest, most effective way to influence these buying habits throughout a city, throughout a trading zone, throughout the nation—is by the use of consistent advertising in the daily newspapers that *reach the homes*—that form an integral part of daily home life.

In INDIANAPOLIS, you'll pick the NEWS. The NEWS is essentially a home-read newspaper. It has over 81% coverage of all Indianapolis families, and its city circulation is 93% home-delivered to regular subscribers. A permanent audience, a progressive audience—readily responsive to good advertising coupled with good salesmanship.



## *The INDIANAPOLIS NEWS* *sells The Indianapolis Radius*

DON. BRIDGE, Advertising Manager

New York: DAN A. CARROLL  
110 East 42nd St.

Chicago: J. E. LUTZ  
The Tower Bldg.

Oct. 13, 1927

the retail merchants of the communities.

It is well remembered by those actively engaged in this work that much time and much effort were wasted along this line, for the club women of America were smart women—so smart, indeed, that they would not countenance even an insinuation of commercializing their activities or their organizations.

By this time it was found necessary to retrench in many directions, so that as 1914 approached only a shadow of Yours Truly of 1910 was discernible, and at the beginning of 1914 the breathing of Yours Truly became more difficult and a little while thereafter it passed into the realm described by the late Grover Cleveland as innocuous desuetude.

It was quite obvious to those on the inside what the realization of this Yours Truly dream would have meant.

The advertising agency which fathered the plan would have builded for itself an account with an annual expenditure of \$2,000,000, for it was expected that at least twenty manufacturers would eventually secure Yours Truly franchises and that each of these could be assessed \$100,000 annually for advertising commitment.

Then, also, there was figured the factors of security and insurance accruing to the agency; security through a definite and impregnable control of these associated accounts and insurance through the ease and facility with which any one of them could be eliminated, if necessary, and a competitor substituted, especially at that time when Yours Truly was to have become heralded throughout the length and breadth of the land as the monumental sensation among advertising successes—the realization of the broad vision of genius.

But—"The best laid schemes o' mice and men  
Gang aft a-gley."

### St. Louis "Star" Appoints Story, Brooks and Finley

The St. Louis *Star* has appointed Story, Brooks and Finley, Inc., publishers' representative, as its national advertising representative.

### E. T. Strong Tells Why Buick Plays Down Speed Advertising

**BUICK MOTOR COMPANY  
FLINT, MICH.**

#### *Editor of PRINTERS' INK:*

We have read with exceptional interest the article entitled "Danger Ahead," etc., in the September 1 issue of PRINTERS' INK, and we are entirely in sympathy with the sentiments expressed therein.

We are sure, if you will look over Buick advertising for any particular period, you will note how scrupulous we have been in all references to speed, and that we have studiously refrained from the type of advertising which tends to encourage infraction of speed laws.

Tests we have made and are constantly making at the General Motors Proving Ground (where they can be made in perfect safety and with no danger to the public) have satisfied us that our cars will travel as fast, if need be, as any others—but we are not proclaiming that fact from the rooftops nor are we suggesting to our owners, in our advertising, that they go out and "show the other fellow up" in this respect.

We feel this attitude of ours is sound, not only from the angle of safety, but from the standpoint of good merchandising.

All the investigations we ever made as to why people buy the motor cars they do, revealed "speed" as one of the minor and almost insignificant factors, and, when it is taken into consideration that Buick is about to build its two millionth car, we feel that our judgment is not so far wrong.

If every motor car manufacturer would "play down" speed in his advertising, rather than "play it up," we believe a wholesome influence would be exerted.

**E. T. STRONG,  
President and General Manager.**

### Join John M. Branham Company

Harry Anderson, formerly with I. A. Klein, and Walter Patzlaaff, formerly with Nelson Chesman & Company, have joined the Chicago office of the John M. Branham Company, publishers' representative.

H. C. Blake, formerly with Williams, Lawrence & Cresmer, Inc., has joined the New York office of the John M. Branham Company. He was at one time with Frank Seaman, Inc., New York.

### Heddon Account Goes to Rogers & Smith

James Heddon's Sons, of Dowagiac, Mich., makers of fishing tackle, outing tackle and tool boxes, have placed their advertising account with the Rogers & Smith Advertising Agency, Chicago. Outdoor magazines and dealer helps will be used.

Oct. 13, 1927

## Dobbs &amp; Co. 244 and 620 Fifth Avenue New York - Hatters

September fifteenth  
1 9 2 7

The Conde Nast Publications,  
Graybar Building,  
New York City.

Gentlemen:                   Att: Advertising Department.

Yes, we expect to continue advertising in  
Vanity Fair, for we are still in the business of  
selling smart hats to smart people.

We have had ample time to prove that Vanity  
Fair exerts a great influence among the best con-  
sumers and dealers, having used a page or more in  
every issue since we started -- October 1919.

Very truly yours,

DOBBS & CO

RAH:JF/w

Oct. 13, 1927

Oct. 13,

# → → → 70% to The Sunpapers

It isn't any theoretical advantage that makes hard-headed advertising managers of Baltimore's department stores place 70% of their total lineage in the Sunpapers.

There's not much parking space for theories in the advertising departments of the big stores.

When they have 457 gimcracks to sell in the face of the fact that every one of their competitors is running a big sale of gimcracks the same week —advertising theories go overboard and advertising goes into the Sunpapers!

The department stores have the surest, fastest, most absolute check on the value of the space they buy. And

# Sunpapers--Why?

because they have--you'll find that 100% of the total lineage of Baltimore department stores appeared in the Sunpapers during the first 8 months of 1927.

you have something to sell to Baltimore tell your tale in the papers which sell.

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Average Net Paid Circulation for the Six Months  
Ending September 30, 1927

Daily (M & E) 251,594

Sunday - - - 196,586

Gain of 3,532 Daily and 6,701 Sunday  
Over the Same Period Last Year

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*Everything in Baltimore Revolves Around*

THE  
MORNING



SUN  
SUNDAY

JOHN B. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
380 N. Michigan Ave.  
Chicago

G. GEORGE KROGNESS, First National Bank Bldg., San Francisco

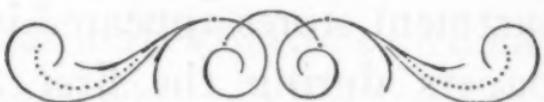
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**BALTIMOREANS DON'T SAY "NEWSPAPER"  
—THEY SAY "SUNPAPER"**

Oct. 13, 1927



# A FAMILY MATTER



THAT IS WHAT MOST PURCHASES  
ARE THAT ARE MADE FOR THE  
HOME. . . . THE LOGICAL STEP  
BEFORE THE SALE IS TO MANAGE  
TO GET YOUR PRODUCT TALKED  
ABOUT **IN THE HOME**. . . .  
THIS IS THE VERY THING THAT  
OUR STORY BOOKLETS ACCOM-  
PLISH. . . . SAMPLES OF STORY  
BOOKLETS CREATED FOR  
NATIONAL ADVERTISERS WILL BE  
SENT TO INTERESTED EXECUTIVES



**CHARLES FRANCIS PRESS**  
**461 EIGHTH AVENUE, NEW YORK**  
**PRINTING CRAFTS BUILDING**



*Telephone*  
**Lackawanna 4300**

# Toledo Garages Co-operate in "Park Indoors" Campaign

Humorous Educational Copy in Newspapers Is Used to Point Out the Dangers of Outdoor Parking

**W**HEN people get an idea into their minds that something is expensive, it takes a lot of educating to convince them that they are wrong. It was the notion on the part of thousands of automobile owners in Toledo that indoor parking cost a lot of money that gave rise to the "park indoors" campaign that ran in local newspapers, three times a week.

In the winter time the car owners were more receptive to the park indoors idea as they could readily see the disastrous effects of the weather to radiators and paint. But the minute warm weather started, so also started the exodus from the garages in favor of outdoor parking. Wholly inconsistent, of course, for even during the summer, automobiles are carefully housed at night by their owners, and the less obvious expenses involved in summons tags, sun and rain exposure, jamming, and time lost in changing parking places or having the car stolen, mount quite as high as those having to do with the troubles so apparent in winter.

How to make the car owner see this was the problem. It was too great an undertaking for any one garage, being purely educational; so six important downtown garages co-operated in the campaign, realizing that the arguments would be all the stronger if they combined.

It was decided that the best way to get the public to take indoor parking the year-round seriously was to present the subject humor-

ously. All the advantages were lined up and each one made the basis of a cartoon heading. All the other advantages were to be mentioned in each advertisement, the effect being to impress not only the greater convenience of parking indoors but the relative



WHILE EACH ADVERTISEMENT FEATURED ONE ADVANTAGE OF PARKING INDOORS, ALL OF THE ADVANTAGES WERE MENTIONED IN THE TEXT

inexpensiveness of such parking.

Two columns by ten inches was determined upon as the size of each advertisement and a small "park indoors" cut in the nature of a trade-mark was to be used in each piece just above the signature of the six co-operating garages.

"Late" was the theme of one of the series. "Smashed!" used an effective cartoon of a man with a sour look examining a well-bent fender. The copy reads:

Crunch!! Goes the fender. And you're probably in your office and can-

Oct. 13, 1927

not even get the license number of the offending machine. The fender-ironers won't like us for telling you so, but fenders, as well as everything else on your car, are absolutely safe when parked indoors. Here you are free from "Yellow Tag," hot sun, rain and dust. . . . If in a rush, drive in and we park your car, or if you wish, park your own. In any event, you'll be money and time ahead if you practice regular indoor parking. . . . Start parking indoors today.

Some of the other advertisements now in preparation bear the headings "Stuck," which shows the car jammed in tight between other cars; "Marked," picturing a cop with a yellow tag; "Deluged," pointing out the effects of sun, rain and dust; "Yellow," featuring a Yellow Peril Tag demon; "Space," with a driver finding "no parking" signs on all sides; "Guilty," with the judge delivering the sentence; "Rain," with a woman scurrying for shelter, indicating that parking indoors is not entirely a business man's proposition but quite as important for the woman driver.

Advertising of this sort cannot fail to have a good effect. The results are hard to put a finger on, but in the case of this indoor-parking campaign the garage men who sponsored it were enthusiastic from the first.

### J. O. Peck Made Advertising Manager of "Factory"

James O. Peck, formerly Eastern advertising manager of *Factory*, has been advanced to advertising manager, with headquarters in Chicago.

H. E. Ostin, formerly in the research department of the A. W. Shaw Company, has joined the Chicago office of *Factory*. The New York office of that magazine has added to its staff E. A. Robinson, formerly with the American Radiator Company.

### R. H. Buhrk Company Makes Sales Manager a Vice-President

Clarence Rickey, for the last four years sales manager of the R. H. Buhrk Company, Chicago, manufacturer of golf goods, has been made a vice-president. He will continue the duties of sales manager.

### W. S. Henson with Texas Publication House

Will S. Henson has resigned as vice-president of the Johnston Printing & Advertising Company, Dallas, to become vice-president of the Texas Publication House, Inc., also of Dallas.

### New Accounts for Frank B. White Company

The Egg Saver Package Company, Indianapolis, manufacturers of egg saver flats for egg cases, and Marinus J. Kole, proprietor of the Lakeview Poultry Farm, Holland, Mich., have appointed the Frank B. White Company, Chicago advertising agency, to direct their advertising accounts. Class papers will be used on the former account and poultry and farm papers on the latter.

Union Nurseries, Fonthill, Ont., have also appointed the Frank B. White Company to direct their advertising. A full line of nursery stock is to be advertised in Canada.

### Hearst Picture Papers to Be Sold as Unit

The Hearst Picture Newspapers, the New York *Daily Mirror* and the Boston *Daily Advertiser*, are now being represented in the national field by one selling organization, of which J. Mora Boyle is director of national advertising, with headquarters at New York, and offices at Boston, Chicago and Detroit.

M. B. Holmes has joined the New York office of this group. For the last ten years he has been with the New York and Chicago offices of the Kelly-Smith Company.

### Devoe & Raynolds Appoint Olmstead, Perrin & Leffingwell

The Devoe & Raynolds Company, New York, manufacturer of paints and varnishes, has appointed Olmstead, Perrin & Leffingwell, Inc., New York advertising agency, to direct its advertising account, effective January 1.

This agency will also direct the advertising account of Wadsworth, Howland & Company, Boston, a subsidiary of Devoe & Raynolds.

### H. A. Rick, Vice-President, George L. Dyer Agency

Harry A. Rick has been made vice-president of The George L. Dyer Company, in charge of its Chicago office. He takes the place of H. K. Boice, whose change of position is reported in this issue. Mr. Rick has been with the Dyer agency for some time.

The Dyer agency recently appointed Loren E. Shears to its Chicago staff.

### North Carolina Publishers Name Meeting Dates

The mid-winter newspaper institute of the North Carolina Press Association will be held at Chapel Hill, N. C., on January 11, 12 and 13. The 1928 convention of the Association will be held at Sedgfield, N. C., the tentative dates for the convention being set as July 18, 19 and 20.

# 9 Months 1927

## LOCAL Advertising Gains

Evening American 468,058 lines  
Daily News . . . . . 4,948 lines

Circulation, Sept. 30, 1927  
*(Government Statement)*

Evening American (3 cents) 552,376  
Daily News . . . (2 cents) 435,749

**CHICAGO AMERICAN**

A good newspaper

## Britain's Advertising Association Reports Record Year

*London, England, Correspondence of PRINTERS' INK*

London, September 29, 1927

AT the general meeting of the Advertising Association (British affiliation of the International Advertising Association) the full results of its 1927 convention in London were for the first time made public. The attendance constitutes a record for Great Britain, registrations having numbered 2,008. Thirty-three clubs and associations are affiliated, with a total membership exceeding 10,000.

This convention coincided, as will be remembered, with an advertising exhibition which was unquestionably a world's record, both for size and attendance. While the accounts now presented only carry matters down to the end of the financial year ending March 31 last, it was decided that the surplus handed over by Sir Lawrence Weaver's exhibition committee should be used to provide a financial reserve for the association, whose current expenses must be met by its annual revenue from subscriptions of clubs and sustaining members. The largest single item in these expenses was the cost of the National Vigilance Committee.

The invitation of the Birmingham Publicity Club to hold the 1928 convention in that city was accepted by unanimous vote.

The Right Honorable Charles A. McCurdy, K.C., the retiring president, a member of His Majesty's Privy Council and a former Cabinet Minister was, also with unanimity, re-elected for the coming year.

In his presidential address, Mr. McCurdy referred to the radical economic changes of recent times both in Britain and the United States, and particularly to the vast development of the latter as a manufacturing country, due in great measure to advertising. America, he said, had been swift to realize that to manufacture goods was not

enough. What was not less important was to let the world know that they had been manufactured. The public work of the Advertising Association, and its duty, were to procure better recognition of this by British business men. America was producing goods whose names were household words in every continent of the world, and if Britain was to hold her own it must be in the same way—through advertising.

### William H. Hodge, Vice-President, Byllesby Organization

The Byllesby Engineering and Management Corporation has elected William H. Hodge as vice-president in charge of the newly created sales and advertising department of that company at its Chicago headquarters.

The sales and advertising department will have general charge of the development of new business and advertising at all of the Byllesby utility properties.

Mr. Hodge has been connected with the Byllesby organization since 1910, as manager of the advertising and publicity department.

### Heads Pierce-Arrow Commercial Car Division

Hal T. Boulden, president of the Boulden-Whittaker Company, Inc., New York, publisher and publishers' representative, has resigned to join the Pierce-Arrow Motor Car Company, Buffalo, N. Y., as manager of the commercial car division. He was for eight years vice-president in charge of sales, service and advertising of the Selden Truck Corporation, Rochester, N. Y.

### L. B. Dudley Advanced by Campbell-Ewald

Lynn B. Dudley has been appointed manager of the New York office of the Campbell-Ewald Company, Detroit advertising agency. He has been head of the accessories division at Detroit.

### I. L. Jacobs Joins Durable Rubber Company

Irving Lawrence Jacobs has been appointed advertising and sales manager of the Durable Rubber Company, New York.

### J. F. Huber Advanced by Pro-phy-lac-tic

Joseph F. Huber, for the last twenty years a member of the sales force of the Pro-phy-lac-tic Brush Company, New York, has been appointed field sales manager.



## CIRCULATION

THE combined increase in circulation shown by the four standard-size weekday morning newspapers of New York, for the six months ending September 30, 1927, as compared with the same period last year was 110,925 copies.

—*Of this, THE  
WORLD'S gain  
of 51,787  
represented  
46%*

**The World**  
NEW YORK



Oct. 13, 1927

**1,650,000 circulation,  
concentrated in one market is  
the new power in advertising  
representing a selected purchas-  
ing power, in which a large group  
of successful national advertisers  
have sensed a vast opportunity.**

This opportunity is represented by the concentrated power of The Household Magazine.



Any representative schedule in The Household Magazine requires a considerable outlay of money. It must be bought in light of the fullest knowledge. No matter what claims may be advanced by us for this great magazine, its great market, its dominance within the market, its unquestionable supremacy, they cannot possibly bear fruit unless they are sustained over a period of time by direct, tangible results.



As time goes on and critical faculties of advertising agencies and advertisers are sharpening, The Household Magazine is growing and prospering.

Oct

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Sing  
Nati  
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Mer

AR

The concentrated power of **The Household Magazine** is already harnessed by an imposing group of the most successful of national advertisers,

*for instance:*

American Bottlers Association—Amory, Browne & Co.  
 American Gas Machine Co.—Associated Salmon Packers  
 Alabastine Co.—Alaska Freezer Co.—Bauer & Black  
 Borden Company—California Fruit Growers Association  
 Cellucotton Company—Chesebrough Manufacturing Co.  
 Chevrolet Motors—Certo Company—Daggett & Ramsdell  
 Dennison Manufacturing Co.—Fairbanks Morse & Co.  
 General Electric Co.—Java Face Powder—Kohler of Kohler  
 Enoch Morgan Sons Co.—Lehn & Fink—Mellin's Food Co.  
 Lambert Pharmacal Co.—Morton Salt Co.—Nesco Stoves  
 North American Dye Corporation—Kleinert Rubber Co.  
 Singer Sewing Machine Co.—Northwestern Yeast Co.  
 National Lumber Manufacturers Association—Quaker Oats  
 O'Cedar Polish—Royal Baking Powder Co.—Selby Shoe Co.  
 Merrell-Soule Co.—Postum Cereal Co.—Shredded Wheat Co.

# *The* **HOUSEHOLD MAGAZINE**

**"THE MAGAZINE OF MAIN STREET"**

CHICAGO: 608 South Dearborn Street  
 NEW YORK: 420 Lexington Avenue  
 SAN FRANCISCO: 201 Sharon Building

ARTHUR CAPPER  
*Publisher*

D. M. NOYES  
*Advertising Manager*

Oct. 13, 1927



1920

1927

Publisher's  
Statement for  
Sept. 30, 1927

## DETROIT TIMES

<b>Week Days</b> ( Except Saturdays ) . . .	<b>326,793</b>
<b>Saturday</b> . . . . .	<b>247,301</b>
<b>Sunday</b> . . . . .	<b>323,095</b>

Here's the Record of the  
Seven Changing Years

	*Evening	Sunday
<b>1921</b> . . . . .	<b>33,422</b>	
<b>1922</b> . . . . .	<b>113,005</b>	
<b>1923</b> . . . . .	<b>189,952</b>	<b>186,153</b>
<b>1924</b> . . . . .	<b>214,319</b>	<b>225,401</b>
<b>1925</b> . . . . .	<b>228,636</b>	<b>259,245</b>
<b>1926</b> . . . . .	<b>289,244</b>	<b>308,522</b>
<b>1927</b> . . . . .	<b>326,793</b>	<b>323,095</b>

\*Except Saturdays.

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*The Times is Growing with Detroit*

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# Selecting the Salesman to Fit the Territory

A Good Salesman Is Seriously Handicapped When Placed in a Territory That Is Foreign to His Nature

By A. H. Deute

A SALESMAN was going the proverbial "great guns" for a certain manufacturer. He was covering a difficult section of New York territory. Admittedly, this New York territory was very difficult. Nobody short of a very good man could hope to make good on it. This man was doing very well indeed. Then, one day he went to see the sales manager.

He told the sales manager that his wife was ill and had to have a change of climate—the doctors had recommended Colorado or New Mexico. Could the house arrange to transfer him so that he could move his family West and at the same time be reasonably close to them?

The house thought it over. It was doing only a fairly good business in Colorado and New Mexico. But there was much room for improvement out there. It was a growing country. While it seemed a shame to lose a good man in the New York field, this might be the means of building a wonderful business in the West.

So the change was made and the New York star went out to do wonders in the States of Colorado and New Mexico.

During the year in which that man fought and struggled to do business in those Western States, the results were pitiful. Business actually became worse than it had been for years. The house could not understand it. It could not believe that its excellent salesman was shirking his duty. And yet orders failed to materialize.

A personal letter went out to the salesman asking him to try to explain why he could not produce business as he had in New York. The management realized that New York was an unusually difficult place in which to do business.

Why should a man be so successful in New York and fail so miserably in Colorado and New Mexico?

I'll leave it to my friend, Billy Taylor, of El Paso, Tex., which is really more New Mexico than Texas, to answer that question. Bill Taylor has sold goods all over that territory.

"Well, in the first place," he explains, "nobody need think that because he has spent a few nickels riding in subways he can come out here and tell us where to get off. Our trade and our consuming public doesn't give a whoop for the opinion a New York family may have on this, or that, or any other subject. We know what we want and why we want it and we are ready, even anxious, to buy. But we are not going to be switched off to something else because of what somebody in New York said or did not say."

#### IMPORTANT MEN NOT WELCOME

"We don't care particularly to have a man keep on telling us that we want this or that because he is from New York and therefore he knows. Anything that makes a buyer around here inclined to wait for the next man to come along is the implied suggestion of one man that he can't get along without the salesman. Now, there are not so many people out here as there are in New York. But we don't need so many. And we can always get along with one man less, if that one man happens to feel very important. None of us around here feels very important. And we can't see why anybody who comes here ought to feel that way. And, to be plain about it, it does not help a man's business or his health to feel too important."

Right here existed the trouble with the aggressive chap from

New York, when he found himself calling upon the trade of the Rocky Mountain section. He had been used to storming into the New York City grocery and delicatessen stores and telling the owners just what they had to buy and what would be sent them. It was in and out, dash and go, hit and run, all day long.

When he started to apply his methods of selling in Las Vegas, N. Mex., he found himself unpopular. He was out of tune with those buyers. They felt he was trying to tell them their business. They hesitated to believe that he knew what they wanted better than they themselves did. Some were too polite to express this thought. They puzzled this salesman greatly. Others were not too reticent. They puzzled the salesman, too.

He had sold goods in New York all his selling life. He knew only one way to sell. He could not tell his people back in New York why he was falling down. He was trying hard. The more difficult it was, the harder he tried. He did not know that his method was such that trying harder only made things worse. In the end, he came back to New York, resumed his old territory, and wrote business as in the past. To this day, he does not know why he failed in the Rocky Mountain States. He still feels those people are queer.

Now, in this particular case, the fault lies plainly with the sales manager who did not know that there is a New York type of selling and that the dyed-in-the-wool New York salesman more often than not fails to make good in sections outside of New York.

New York selling calls for fast foot-work, quick thinking, all the facts and figures at the end of the tongue and fingers, plus a willingness and ability to step right in and up and crash through. "Horning-in," a Texan would call it.

That type of selling does not "set" well in many other sections. And then there is a natural dislike on the part of many buyers around the country for the man who hands out talk about "Broadway" and "Little Old New York" and that sort of thing.

This reminds me of the sales manager in New York who employs men to sell all over the country. It would be perfectly proper to give those men cards containing the New York address. But he refrains from this and the cards bear the address of the man's territorial headquarters. Every now and then he warns all of his men to refrain from handing out any New York talk.

While we are on the subject of New York salesmen, it is pertinent to remark that it is often just as fatal to bring men from outside points to sell in New York. It is true that more outside men make good in New York than New York men make good in outside territory. But the percentage is small.

All too often, the man who has done well in some other section, finds the steady grind of New York selling a disadvantage. The pleasing personality which helped him in New England or Georgia, for example, may work against him in New York. His habit of visiting is certain to work against him. New York buyers haven't the time to visit. There are too many salesmen calling upon them.

#### KEEP EACH MAN IN HIS OWN SECTION

"It's a pretty good rule," one sales manager explains, "to try to hire men to work in the territories in which they know the people or at least the type of people. Get a Texas man to sell in the Southwest, and a Pacific Coast man to sell on the Pacific Coast and so on. If you can take your Pacific Coast man and bring him East to the town in which the factory is located, that is fine. He will spend a week or two and go back to his territory all the better for it. But that is safer and apt to pay better than to try to send a man from some other section to the Coast."

And then there is the type of trade and the type of man to sell that trade. Some years ago, a Pacific Coast manufacturer of portable drag saws needed a man to work a State for him, selling drag saws to implement dealers, country garage men and so on.

He received an application from

*the UP slant* →

The Times-Picayune's circulation has a way of moving in one direction only—and that direction is UP!

In the 6 months period ending Sept. 30, 1927, the UP-slant took the average to the high mark of:

**92,157**

daily\* and

**128,689**

Sunday\*

That's a gain of 4,867 daily and 2,968 Sunday over the average of 6 months period ending March 31, 1927.

AGAIN WE SAY—that when The Times-Picayune's circulation stops gaining it will be because folks are moving out of New Orleans instead of moving in!

# The Times-Picayune

**In New Orleans**

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: CONE, ROTHENBURG AND NOKE, INC.

Pacific Coast Representatives: R. J. BIDWELL CO.

\*Publishers' Semi-Annual Statement to the Post Office Department.

a man who had been in that State for ten years, making a splendid record selling dry goods. The dry goods man found that local competition was making it difficult for him to sell his line. He had a leaning toward mechanics and mechanical things. He convinced the drag saw manufacturer he could do well with his line.

In spite of the good quality of the drag saw and in spite of the serious efforts of the salesman, he could not make good on the job. Possibly, if he had been kept at it over a period of years, things would have worked out satisfactorily. But during a trial of ten months he failed miserably. The trouble was that dealers would not take him seriously. He was a small, dapper chap—in every way a dry goods man. His manners, his hands, his expression, his clothing, did not portray the rough-and-ready salesman of drag saws who could go into the woods and operate and demonstrate the drag saw. People came to judge the saw by the type of man. He simply was not the drag saw type.

#### THE MAN FOR THE PLACE

This brings to mind a man who is making a great success selling a brand of dry milk to the confectionery and baking trade. He gets a good price for a product which is generally considered a little below the best brands in quality. At the same time, this man moves right along, from town to town, covering a large territory, covering it rapidly, and getting by far the largest proportion of business.

"That chap Smith is going along in great shape," a competing sales manager told me. "At the same time, he has a product not as good as ours, with a price all out of line for his quality. It ought to be a couple of cents a pound lower, when compared to ours.

"But he gets by because he can do something that hardly anybody else working against him can do. He talks very little, but when he walks into a candy factory or a little bakery, he puts on a white coat and a cap, and he goes to work on a batch of something or

other. And he can put batches together which earn the approval of cynical manufacturing department heads. He can talk the language of the baker and the candy maker. He can do things with his dry milk which they, in many cases, can't do with his or any other brand. He sells them on the strength of what his product can do.

"That salesman, excellent as he is, might conceivably be a complete failure if he were assigned to selling dry milk in pound packages to the retail grocery trade."

"Territories differ very greatly," a sales manager friend of mine was saying recently. "Frequently a sales manager has the opportunity to place a man in a certain territory that will either make or break the business because, on account of the peculiarities of the territory, or the competition, or the man himself, the relationship between the buyers and the salesman is not happy.

"The sales manager may know this. At any rate, he ought to try to find out. And rather than place any salesman there, he ought to look the ground over and get the man who is especially adapted to meet the situation.

"One of the commonest situations against which to guard and yet one that is all too frequently overlooked is that of nationality and language. In cities like Chicago, Detroit, Cleveland and New York this is particularly important.

"The salesman who is not happy unless he can carry a plug of tobacco with him, who wants to work in a flannel shirt and operate a high power, muddy car has his place. And the man with Oxford English and Fifth Avenue clothes and a liking for sophisticated attitudes and expressions has his place.

"And in between there are all the more usual types. They all have their places."

It's part of the sales manager's job to put the right man in the right place. Some sad and surprising things have happened when the sales manager, either thoughtlessly or ignorantly, put the wrong man into a given territory.

# Florida Times-Union Readers Have Money in the Bank



THE family that has money in the bank is the best potential buyer of your product. That is one reason why advertising in the Times-Union brings such favorable returns.

For the facts are (as shown by a recent disinterested survey) that the Times-Union reaches 82.67 per cent of all the Jacksonville families having deposits

in savings banks or building and loan associations.

Moreover, Jacksonville's average bank deposits are big. Total deposits at the end of 1926 were \$103,050,816—or an average of \$2,944 per family.

Yes, there's money in Jacksonville to buy your product; and you can rely on it that the product that sells best will be advertised consistently in—

**The Florida Times-Union**  
JACKSONVILLE, FLA.

# These People Must MORE Food and

*writes Henry Ford*

*in "86% of America," the new book on  
the Wage Earning market. (Send for it.)*

"**B**USINESS has grown as a direct result of the growth of the people's margin of leisure, because it is in their leisure hours that the people's minds expand and their sense of a fuller life grows strong . . . Leisure time is a period of consumption and of the use of various utilities which are not employed when the community is at work. People who have more leisure must have more clothes. They must have a greater variety of food. They must have more transportation facilities. They naturally must have more service of various kinds."

### *An Entirely New Market*

Leisure, for the first time in history, has changed from an aristocratic luxury to a democratic necessity. With a pay envelope increase of more than 240% in the past 12 years—with a potential consumption power that includes 86% of America—the Wage Earner now usurps the white collar worker as the primary market for advertised brands of clothes, food and transportation.

Yet, magazine advertisers cannot reach the Wage Earner with the older big circulation magazines. All of them talk only to the white collar worker. (And they concentrate on him to the tune of



three, four and five magazines to a home.)

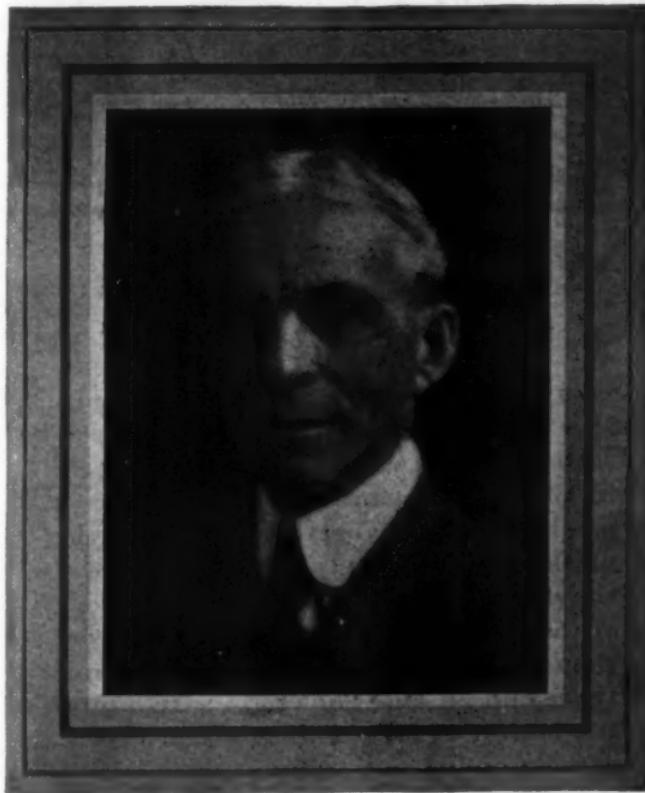
The Wage Earner never before had time to read a great national magazine—now in his newly found leisure, he reads *only* True Story.

Just as Mr. Ford makes motor cars for the Wage Earners, so we have made a magazine for them!

Mr. Ford and 30 other leading thinkers have written a book on the potentialities of the new Wage Earning Market. It is called "86% of America" and is being mailed to business men upon request. Address True Story, 1920 Broadway, New York.

**Z**ONITE, after an initial test of True Story's new Wage Earning Market, tripled its True Story appropriation. Some other advertisers who are insuring national leadership by selling the Wage Earning market (86% of America), through the ONLY great national magazine that taps it: Postum Co. Inc., The Fleischmann Co., Eastman Kodak Co., Lever Bros. Co., (Lux Flakes & Toilet Form), Kotex Co., R. L. Watkins Co. (Mulsified Coconut Oil & Glostora), Lambert Pharmacal Co. (Listerine & Listerine Tooth Paste), The Andrew Jergens Co. (Woodbury's Facial Soap), Aladdin Co. (Ready Cut Houses), Carnation Milk, Northam Warren Co. (Creme Eleaya and Cutex), L. C. Smith & Corona Typewriters, Inc., Chesebrough Mfg. Co. (Vaseline), Zonite Products Co., California Fruit Growers' Assn.

# have MORE Clothes MORE Transportation



HENRY FORD  
(from "86% of America")

## 86% of America

Isolate, for a moment, the Wage Earning masses as marketing possibilities. These families will be found to comprise 86% of America!

It is but natural that more people now pay more money for True Story at the newsstands than for any other magazine in the world. True Story is edited for 86% of America! Magazine advertisers MUST use True Story to sell this new market!

Effective with the February 1928 issues the True Story Group will be dissolved. 1928 contracts for the Group at the Group rate saving will be accepted only up to and including October 15th, 1927.

**True Story**  
The ONLY Great National Magazine  
Concentrating In The New  
Wage Earning Market

Oct. 13, 1927



## You can't cover a ten foot floor with a six foot rug

—any more than you can cover Chicago's four million market with one newspaper. There are only two MORNING newspapers in Chicago. Separately they give you a partial coverage. Together they cover the market as completely as its wool covers the sheep. The Herald and Examiner is one of those morning newspapers, with more than a million readers daily, and over three million on Sunday . . . with a buying budget of four billion a year. What a sweet audience to sell.

## THE CHICAGO HERALD AND EXAMINER

*August Averages: Daily, 439,540; Sunday, 1,047,475*

National Advertising Manager — J. T. McGIVERAN, JR.

EUCLID M. COVINGTON  
285 Madison Avenue  
New York

T. C. HOFFMEYER  
Monadnock Building  
San Francisco

# The Bashful Male in Retailing's No Man's Land

When Mere Man Ventures Forth to Shop in Women's Emporiums

By Elizabeth Emmett

YOU have seen him, of course, that alert, well-groomed male, with the stern cast of countenance that comes from daily wrenching a little more from life. He is sometimes lean and sometimes fat. Occasionally, he is the ideal six-footer of a past decade's best seller. Usually, he is somewhere between that and the abbreviated stature of some of those deft generals who have tried to spank the world.

But, whatever his size or shape, he carries with him a conviction that he was not born to quail, and more often than not succeeds in getting that conviction across to others. Then someone—his nearest and, perhaps, his dearest—sends him forth into specialty shops or into those departments of department stores where femininity presides and prevails, with instructions to bring back to her duplicates of those silk chiffon stockings that have won his admiration as they passed down Main Street or up the Avenue.

You have seen him, no doubt, that well-groomed but furtive-eyed male who blocks the revolving door with his hesitancy then almost precipitates a riot as desperation, in the masquerade of courage, hurtles him into the mass of shoppers. Instantly he is aware that nowhere is one so conspicuous as in a crowd—if the crowd happens to be of the wrong gender; and in front of him and on all sides of him are the deadly members of the species.

Far down the line he espies a male. As brother to brother he makes his way to him and almost walks through a pillar of glass; one of those devilish devices for catering to the vanity or the fussiness of woman. A sheepish glance around to see if anyone has noticed his near collision reveals to him, on the side, ten women in front of

a counter behind which are two salesgirls, each with a hand thrust through a length of gauze which a sudden sinking of the heart tells him is a stocking. Lest there should be any doubt of it, hosiery in all shades from blondine to moonlight, brazenly dangling from rods, tells him that that which he sought is found. Conscientiously, he directs his steps hither, wavers at the second aisle, and makes a bee line for the door.

Then there is a Little Shop around the corner, one of those soft-carpeted, soft-toned shrines dear to the heart of the feminine world. Young Henry had heard it lauded by his fluffy fiancée. He had on more than one occasion accompanied her to its doors, sometimes lingering long enough to watch her become a part, as it seemed, of the fascinating setting. Returning at the time designated by her, he usually had half an hour or more in which to loiter before its portals and its small but discreetly designed-for-attention window display. It had seemed a delightful and harmless rendezvous to him.

#### ALL FOR A DROP OF PARFUM

Then, one day, Fluffy called him in the midst of a business conference. She had just tipped over her Sophisticate-and-Desire parfum and the last drop was spilled. She was in a more desperate plight than the Ancient Mariner, for, though there was a superabundance of odeur in her boudoir, not one thirty-second part of a grain was there that she could appropriate for her own person. And Sophisticate-and-Desire was the only parfum that blended with the particular dinner frock that she was to wear to their particular dinner that particular night. Couldn't Henry drop in at that nice Little Shop around the corner, sole agency for that particular

parfum, and replenish her supply?

Henry could. Nothing more simple. He wound up the business conference in a manner that made up in briskness what it, perhaps, lacked in subtlety, and straightway he directed his steps toward the Little Shop. Then accommodating Henry had the shock of his young life. It did not seem the same shop at all. The atmosphere of intriguing friendliness was missing and a spirit of aloofness blocked his advance. Though there were no signs out: "For Women Only," to the suddenly self-conscious male it seemed no place for mere man to enter.

But there was Fluffy. He had not as yet refused to grant any of her preposterous requests. (Heretofore he had not used the word preposterous in connection with any of her requests.) Girding on his armour of masterful male, entrenching himself behind what he hoped was his best business manner, he entered the sanctum.

A salesgirl by the door looked up. From the corner of his eye he detected what he classified as an ingratiating smile, and passed it by. As he went down the aisle he was conscious that a bobbed head jerked up from the sales slip that its owner was preparing, and two customers—women, of course—turned their heads in his direction. He did not exactly see all that, but pin-pricks along his spine conveyed to him the information that, as a lone male suddenly set adrift among articles and beings of the feminine gender, he was the target for all eyes.

#### AFARID TO ASK

He tried to saunter carelessly, but had a conviction that he was lifting his feet ridiculously high and putting them down with grotesque precision, suggestive of the goose-step. And all the while that he fumed inwardly he was sniffing like a dog trying to pick up a scent. He wanted parfum but he didn't want to ask for it. Did he look like a man who perfumed his hair, or dropped a drop of odeur in the cleft of his chin?

By the time his nose had performed its function and led him to

a counter upon which were prismatic bottles and fantastic boxes and behind them a creature looking as if she had just been imported from Paris, his mind declined to give up the secret of the particular brand of perfume that Fluffy wanted. It was, he remembered, a silly sounding name, but his tongue was unresponsive to a cue like that. He made a dash at the biggest bottle on the counter, hurriedly asked its price and had it done up. And that is how it happened that Fluffy received a generous jar of bath salts instead of a tiny phial of precious scent, and the Little Shop made a sale of \$1.50 instead of \$7.

Here in our small town there are no specialty shops and the department stores are not great enough in size nor varied enough in contents to inspire awe or create confusion. The saleswomen and salesgirls are all "old home" folk, and there is scarcely a male in the community who does not know them either casually or well. And yet—

Mrs. Edward Homer needed some yarn to complete the last round of Junior's sweater. She commissioned Edward to bring home the wool. Edward did—that little piece that she had given him as a sample, and the touching excuse he had to offer for his failure to bring more was that he got as far as the main floor only to learn that the yarn was on the second floor, and a peek over the railing when he had climbed the stairs revealed millinery and baby clothes, filmy feminine garments, negligees and pajamas—but not the kind of pajamas that a gentleman would wear. He would rather face a Gatling gun than shop in such surroundings.

The Sewing Circle at Pawdunck Corner—which is no different from the Sewing Circle in any other place—held its monthly meeting the other day and while the ladies plied their needles they also plied their tongues. It just happened that Man—as Was and Is—was the topic under consideration, and the specific question relative to Man was the why and wherefore of his delinquency in the gentle art

# 430,242

THE NEW HIGH AVERAGE net paid sale of  
The New York Times—a gain of  
38,777 copies. FIRST in quantity of cir-  
culation among New York standard sized  
morning newspapers.

FIRST in quality of circulation—every-  
where.

The New York Times . . . 430,242

Second

morning newspaper . . . 369,307

Third

morning newspaper . . . 351,062

Fourth

morning newspaper . . . 312,670

Average net paid sale, daily and Sun-  
day, reported to the Post Office for the  
six months ended Sept. 30, 1927.

## The New York Times

"All the News That's Fit to Print"

of shopping, and what was the remedy, if any.

Mrs. Adams grieved because she had to choose her own gifts or reconcile herself to the inevitable jewelry or candy from Lester; when she had all the jewelry that she needed and had avoirdupois to spare.

Mrs. Blake fumed because she was tied down by two small children, and Matthew, though he would get up any time to warm the baby's milk, had driven her to tears by refusing to hitch himself to a box of talcum powder when Clacy's was offering it at 19 cents—reduced from 25!

"It's the crowd they object to," volunteered Mrs. Clark, but someone ripped the logic out of that by mentioning the jam at ball games.

"They don't like having to stand around and wait," was Mrs. Drake's explanation, and all instantly recalled that certain husbands had been known to wait downtown till dewy morn to learn the result of an election.

"Louis says," said Mrs. Hicks, "it's because there are too many women hanging around." And that, considering that all of them, including Mrs. Hicks, knew that Louis' sideline happened to be women, was looked upon as words, idle words.

And so the Sewing Circle at Pawdunc Corner voted to refer the matter to PRINTERS' INK. Maybe the Little Schoolmaster can find an answer to the riddle: "How can our men folk be coaxed or coerced into bringing home the goods?"

Will it be necessary to have special entrances for men, with groups of male decoys to allay self-consciousness?

What of periodic sales for men, with the masculine bargains but a step from those articles that would mean a perfect ending to the most imperfect day if John or Henry unexpectedly laid them at the right woman's feet? Would coy propinquity lure him and temporarily put him at his ease? And if he succumbed to that allure, once, twice, thrice, and saw his friend and his friend's friend doing likewise, would the habit (since habit

is man's god, though it is doubtful if he knows it) fasten itself upon him and eventually enable him to talk as unconcernedly with a salesgirl while she mixes powders to match his wife's complexion as he can with the manicurist while she performs the lady-like rite of polishing his nails?

### Rochester Advertising Agent Gets Republican Nomination

Harry C. Goodwin, president of H. C. Goodwin, Inc., Rochester, N. Y., advertising agency, was recently nominated for councilman on the local independent Republican ticket. He beat the "machine" candidate for nomination by several thousand votes.

### Trackson Account to Dearborn Agency

The Trackson Company, Milwaukee, manufacturer of the Trackson full-crawler attachment for the Fordson tractor, has placed its advertising account with the Dearborn Advertising Agency, Chicago. Trade papers will be used.

### Algonquin Electric Sales Director Made Vice-President

H. R. Fletcher, director of sales of the Algonquin Electric Company, New York, manufacturer of the Algonquin radio loud-speaker, has been made vice-president and director of that company. He will continue to direct sales.

### "Your Garden" Appoints Representative

O. J. Hamilton has been appointed by *Your Garden*, Cleveland, as Western advertising representative. He will cover Indiana, Illinois, Michigan and Wisconsin.

### E. H. Godfrey with Seattle "Post-Intelligencer"

E. H. Godfrey, formerly promotion manager of the Atlanta *Georgian* and *American*, has joined the staff of the Seattle, Wash., *Post-Intelligencer*.

### With "Fountain & Candy Topics"

R. G. Symons, formerly of *Pit and Quarry*, Chicago, has joined the advertising staff of *Fountain & Candy Topics*, also of that city.

### N. R. Crawford to Leave Industrial Works

N. R. Crawford, for several years director of sales of the Industrial Works, Bay City, Mich., has resigned.

# **36% BUY 79%**

In Los Angeles there are 112,000 families which spend annually \$113,000,000 for clothing, hats, shoes and other articles of dress.

This great body of people, as shown by income tax reports, does not consist of millionaires, but on the other hand of average, ordinary people from well-paid mechanics up to captains of industry.

They spend 79% of the apparel money because clothing to them is not a mere covering but a thing that gives pleasure and satisfaction. They do not buy it solely on a price basis. They do not wear it until it is threadbare. They want attractive new raiment—actively seek it—and instead of offering "sales resistance" they offer "sales receptivity."

The veteran advertiser, knowing that like attracts like, could probably pick out the medium that reaches these 112,000 families merely by comparing the various Los Angeles newspapers, but he need not depend on this deduction for he has an infallible guide, the *composite judgment of other advertisers*. Records for the first six months of 1927 show that dealers in apparel—men's clothing, women's wear and shoes—gave preference to the Los Angeles Times over and above every other local newspaper.

The Los Angeles Times has the largest home-delivered circulation in Southern California; it sells more space in every department of advertising; it reaches those who fill the stores and empty the shelves.

# Los Angeles Times

### *Western Representations:*

Williams, Lawrence & Cresson Co.  
360 N. Michigan Blvd. 235 Madison Av.  
Chicago New York

#### *Pacific Coast Representatives:*

R. J. Bidwell Company  
742 Market St. White Henry Stuart Bld.  
San Francisco Seattle

Oct. 13, 1927

Oct. 13,



The largest  
magazine  
for MEN



**The Elks**  
*Magazine*

850,000 Identified Subscribers

50 East 42nd Street      New York City

Oct. 13, 1927

PRINTERS' INK

55



Photo—D. Warren Boyer

Oct. 13, 1927

DURING the first half of 1927 sixteen of the larger food advertisers in America used a greater aggregate total lineage in The Detroit Free Press than in any other Detroit newspaper. These sixteen advertisers represent nearly 50% of the total volume of national food advertising appearing in Detroit during the period.



The Kellogg Company for instance used nearly twice as much space in The Free Press as in the second paper, and Shredded Wheat concentrated practically all of its appropriation in this newspaper.



Calumet Baking Powder Company, White House Coffee, India Tea Growers, Quaker Oats and other important food advertisers placed chief dependence upon the selling power of

The Free Press in the Fourth market.



In Detroit, as in other large cities of the country food advertisers of real consequence are finding morning papers the better mediums to thoroughly cover markets . . . to influence all of the better homes of the community, which in turn influence all of the others.



The Free Press is the only morning newspaper in America's Fourth market. It offers a coverage of three out of every four homes in the good American residential sections of Detroit, and every other one of the 538,828 homes in the twenty five Michigan counties that constitute the Detroit market.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York      Chicago      Detroit      San Francisco

# Which Dealer Should Be Favored with Prospects' Names?

The Problem of Referring Inquiries to One Dealer or All Dealers in a Community

By C. B. Larrabee

A READER of PRINTERS' INK submits the following inquiry:

As a national advertiser, having nineteen branches and fifteen jobbers as well as about 3,500 dealers, we are at a loss to know how to distribute coupons sent to us in reply to our advertising. The coupons call for our latest catalog, which will be mailed from our home office. Each inquiry, obviously, will represent good prospective business for some live dealer. The question is, how shall we distribute an inquiry that comes from Dubuque, Iowa, for instance, to *the* one of the five dealers we have in that city?

This letter brings up a question which disturbs a great many advertisers who are using advertising to produce direct inquiries.

If the advertiser sends prospects' names to all the five dealers in Dubuque and all five dealers follow the prospect, each dealer is going to feel that some of his effort is wasted. The prospect, deluged by solicitations, is likely to become resentful. The result, the advertiser often feels, may be ill-will all around.

On the other hand, suppose names are sent to only one dealer. The other four dealers will feel that they have been slighted. If the advertiser says, "I give the names of prospects to the most aggressive dealer," the other dealers will not only resent the slur on their ability but will point out that they, too, might be aggressive if they were given the right kind of co-operation. In picking a single dealer, also, the advertiser runs the chance that this dealer, through inertia or because of the press of other business, may not follow up the prospect.

It is obvious that with conditions as they are, the question cannot be answered so that everyone will be satisfied. However, a number of advertisers, after some years of experience, have worked out sys-

tems which they believe are the most satisfactory possible and have proved that their systems work to the advantage of both dealer and customer. It will be profitable, therefore, to study some of the policies now in effect.

Manufacturers with wide distribution involving a great many retail outlets usually turn inquiries over to wholesale distributors. The idea here is that the manufacturer himself is not familiar in an intimate way with the capabilities of single dealers while the wholesale distributor, since he works in such close contact with the dealers, knows which dealers deserve to be given good leads and which will follow these leads to the best advantage.

The Atwater Kent Manufacturing Company is one advertiser which follows this policy. How inquiries are handled by this company is explained by John F. McCoy, of the sales department, as follows:

"To the inquirer, promptness is essential. It has been our feeling and indeed our experience that once a person has requested us to send literature about Atwater Kent Radio, he has already mentally been enjoying radio's wonderful programs and our reply should really be in the nature of a suggestion as to just where the equipment would look best in his home.

"Inquiry replies must also impress the recipient as to quality. We have always striven to have an attractive pamphlet or booklet and have found that an expenditure for a well-conceived booklet was well worth while.

"Since the number of our inquiries is very considerable, we have had to design and constantly change the form letters used as answers. To apply as personal a touch as possible, we have these

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completed on automatic typewriters permitting accurate addressing and complete uniformity. We endeavor to have each letter signed. A letter accompanies any of the pamphlets or booklets which inquirers request. We endeavor in all cases to apply the 'you' attitude in our answers.

"Quite a number of years ago, our sales department began experimenting with the following up of inquiries. We tried direct follow up, reference to wholesalers and reference to dealers. An explanation of our present method depends largely on first giving a picture of our method of distribution and our organization structure from top to bottom.

"Our distribution is handled entirely through wholesalers whom we term 'distributors.' These wholesalers, in turn, have a selected dealer organization, which we, as a company, feel is one of the most important links in any distributing system. The appointment, selection or cancellation of a dealer, however, is entirely at the discretion of the wholesaler. As a company, we endeavor to be as familiar as possible and on the best of terms with dealers and we travel a substantial force of contact men whose principal duty is to carry the message of better business methods and good-will.

"Taking the above into consideration, we have found that the following action closes a very large percentage of sales on inquiries received.

1. Promptly sending an answering letter with enclosed quality illustrated booklet.
2. Co-incidentally sending a notice to our distributor for the district, asking him to have a reliable dealer follow up the inquiry in a nice way.
3. Impressing upon distributors the importance of putting these notice cards to work at once; more intimate coming from distributor to dealer rather than from manufacturer. We have found both distributors and dealers are appreciative of this co-operation.

"It must be stated that we have arranged very definite sales territories outlined by counties. An inquiry received is first looked up in the postal directory, the county is noted and from another suitable list the distributor's name is imme-

diate noted on the original. We experience very few errors in our clerical work.

"Atwater Kent radio territories are very largely exclusive at the present. The United States is divided into about eighty districts in only ten or twelve of which dual or multiple distribution exists. We do not strive for exclusive territories but for maximum distribution along quality lines and this has been best secured by the elimination of wholesale accounts here and there and the addition of others at various points.

"In counties where multiple distribution exists, we have endeavored to divide our inquiry notices fairly among the distributors, although we do not send duplicate notices to two or more distributors.

"The practice of wholesalers varies somewhat, particularly in large cities, but as a rule it is our belief that the wholesaler notifies one of his dealers regarding an inquiry and may even frequently help the dealer close a sale on Atwater Kent radio, if the inquirer is conveniently located."

The Eureka Vacuum Cleaner Company, Inc., follows a similar policy which is described by H. G. Doering, sales promotion manager, in this way:

"So-called consumer inquiries with us are of two classes: household inquiries and big building inquiries.

"Big building inquiries are considered wholesale business and are handled by our branches or sub-branches, and hence present no dealer problems.

"All inquirers are sent a general letter of acknowledgment and the inquiries are forwarded to the nearest branch office or distributor. Such a letter of acknowledgment usually emphasizes the current sales feature which we are advertising for that month or some item of special news interest.

"Our local office or distributor being fully in touch with local conditions in its territory, then sends that inquiry to the dealer who, in their opinion, is best equipped to take advantage of it.

"Thus if we have three dealers



**onward  
and upward  
the MORNING  
New York  
AMERICAN  
gained  
22,338  
during the last  
six months  
the total net  
paid was  
227,969  
while September  
alone was  
243,731**

Oct. 13, 1927

in a town, one of whom is not equipped to follow inquiries, and the other, who we know throws inquiries in the waste basket—then we pass it on to the third who we have reason to believe follows up every inquiry. If there are two such dealers in the town who follow up inquiries conscientiously—then we alternate.

"Due to the fact that our product is handled by dealers of so many different types—large and small—hardware stores, electric shops, furniture shops, department stores and general stores, we never attempt to refer any inquiry to any specific dealer direct from the factory. We let the branch or distributor do that.

"The branch office or distributor to whom we ordinarily send an inquiry, is required to report to the home office whether sold, dead, or still following. If the branch neglects to report, it is followed up from the home office. At the end of stated periods, a tabulation of inquiries is made by branches and distributors, with the number dead, sold, or still following, and percentages of sales to inquiries are calculated. These sheets are processed and sent to all branches and department managers. Any branch which falls below the average in sales is required to make an explanation.

"Every inquiry we consider a fraction of a potential sale. Let's say that in a given campaign 25 per cent of all inquiries resulted in direct sales. Then we will consider every inquiry one-quarter of a potential sale. The branch or distributor which does not follow up and report faithfully on 100 inquiries, is simply proving that it is neglecting about twenty-five sales, not to mention the other advantages which accrue from every sale.

"We have discovered that by giving branch managers and distributors a report on how they stand in following inquiries and converting them into sales, in comparison with their brother managers—such figures are more eloquent than arguments, threats, coaxings and pleas for co-operation. Sell them on the idea of

properly following up inquiries, and they will do it."

Some advertisers prefer to handle the situation directly with the dealer. The Gordon Motor Crib Co., Inc., for instance, follows the policy of giving its support to its best dealers. If there are two or more such active dealers in a community the company divides up the inquiries, sending one dealer all inquiries for a short period and then sending the inquiries to another dealer for an equal period. The dealer who carries a full line naturally gets the preference since he deserves the extra business and also because the dealer with only a partial line may try to sell the prospect another product if he is not stocked with the Gordon product the prospect wishes. Incidentally, the company found that turning inquiries over to somnolent dealers with the idea that such help would waken them is fallacious.

#### BEST DEALER GETS PREFERENCE

The Evinrude Motor Company is not bothered greatly by this question. In most communities the company's products are handled by exclusive dealers. However, in communities where there is more than one dealer, the best dealer gets the preference. If dealers are on an equal footing, the company gives a portion of the inquiries to one dealer and a portion to another.

The S. L. Allen Company, Inc., manufacturer of Planet, Jr., agricultural implements and Flexible Flyer sleds, follows an excellent system which is described by G. Leslie Linroth of the sales promotion department.

"Upon receipt of inquiries, the envelopes are opened and the key number shown on the envelope is transferred to the letter of inquiry itself. The clerk who does this work also looks up the county in which the town or city is located and marks it on the inquiry, so that the next person can quickly determine the dealer located closest to the inquirer.

"The clerk who refers the inquirer to the nearest dealer has a set of maps in a ring binder. With each map he has a list of all the

More than  
195,000  
Daily

More than  
425,000  
Sunday

# Los Angeles Examiner

"The Greatest Salesman in the West"

5c. DAILY

OCTOBER 13, 1927

10c. SUNDAY

## FAMOUS CHEFS ON PLATFORM AT HOUSEHOLD ECONOMICS SCHOOL

### L. A. EXAMINER TO OPEN FREE CLASSES

CARRYING co-operation with its food advertisers to the Nth degree, the Los Angeles Examiner has just inaugurated what is unquestionably one of the finest cooking and household economics schools ever established by a newspaper.

Twice-a-week sessions are held in the eleventh floor auditorium of Barker Brothers, called "the most beautiful retail store in America," with the distinguished chefs from famous hotels and clubs making personal appearances and demonstrating the preparation of dishes which have brought them renown.

### *Advertised Products*

AS far as possible, Examiner-advertised products are to be used and the audiences will be presented with detailed menus and recipes and a list of suggested brands that will assure success in their own kitchens.

Prudence Penny, editor of The Examiner's Household Economics department, will be in direct charge of the school at all times.

Dietary experts, authorities on various phases of home-making, arbiters of things culinary, will appear in the course of further programs, and there will be an organ recital preceding each class.

### *Rush Your Schedule!*

ONE of the features of each session will be the privilege of those attending, of requesting a demonstration of some recipe about which they have heard, or with which they might possibly have had some trouble. "Pet recipes" will also be considered for the edification of the "students."

Barker Brothers auditorium is one of the most attractive gathering places in

### ATMOSPHERE!



THE lobby of Barker Brothers, largest furniture store in the world, in the auditorium of which The Los Angeles Examiner's School of Household Economics meets every Tuesday and Thursday for a study of modern cookery and discussion of the advertised food products of today. The most famous chefs of the West Coast are scheduled to demonstrate their finest dishes.

Los Angeles, and is a frequent rendezvous for those who hear lectures on landscaping, interior decorating and other elements of successful household conduct. It seats 650 people.

Food advertisers should make immediate arrangements to cash in on The Examiner's School of Household Economics. It provides a tie-up value that cannot be had through any other medium in Los Angeles.

Oct. 13, 1927

Oct. 13

--- and now ~

# GREATER CONCENTRATION

*in The*  
**TRUE CLEVELAND MARKET**

Government Circulation statement for October 1st shows that The Cleveland Press now has 90.5% of its circulation concentrated within a 35-mile radius of Cleveland Public Square—within the *True Cleveland Market*, where 99.99% of the people live who buy from Cleveland merchants. This is .4% greater concentration than was available to advertisers six months ago, and by far the greatest concentration of any Cleveland newspaper.

In this True Cleveland Market area The Press is supreme. Carrying more advertising, in a more interesting newspaper, to more people than can be reached in any other way, The Press stands alone as the **FIRST** Advertising Buy in Cleveland.

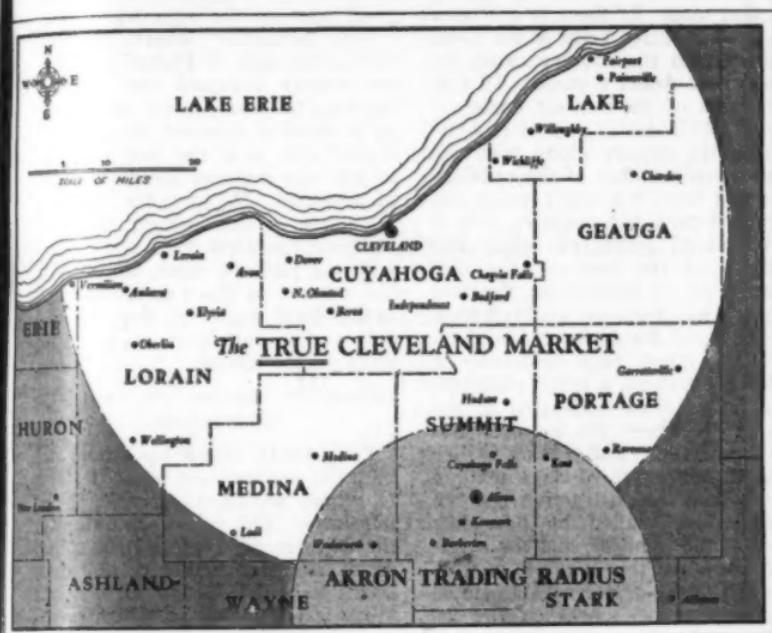
# *The Cleveland*

Detroit      Cleveland  
San Francisco

**L A R G E S T      D A I L Y      C I**

NATIONAL REPRESENTATIVE  
230 Park Avenue, New York City

ALLIE  
410 N. M.  
C U



**The Press  
is the  
First  
Advertising  
Buy in  
Cleveland**

The TRUE Cleveland Market, pictured above is that territory within a 35-mile radius of Cleveland Public Square. This is agreed upon by all Cleveland newspapers, as shown in paragraph 9 of Audit Bureau of Circulations reports; by a study of national markets made by the J. Walter Thompson Co.; by "Editor and Publisher"; by "Cosmopolitan Magazine's" Merchandising Atlas, and by surveys made among local merchants, distributors and jobbers of nationally advertised products, and 206 northern Ohio grocers. This is the ONLY area in which Cleveland newspaper advertising is profitable.



**First in  
Cleveland**

**Press**

ALLIED NEWSPAPERS, INC.  
410 N. Michigan Blvd., Chicago  
C U L A T I O N      I N      O H I O

SCRIPPS-HOWARD

Seattle      Portland  
Los Angeles

counties in a State, with the county seat, and figures alongside indicating the exact location of the county on that map. If there is a Planet Jr. dealer located right in the town from which the inquiry came, he gives that dealer's name. If not, the name of the nearest dealer is given. This dealer's name is written on the inquiry along with the department number of the publication and from it a typist makes out a record card (an ordinary 3 by 5 index card) giving the name and address of the inquirer, the box number of the publication, the date inquiry was received and referred, the name of the dealer referred to.

"This typist then addresses a catalog envelope, a letter envelope, and an envelope addressed to the dealer to whom the inquirer has been referred. The catalog is then mailed out as third-class mail, a letter and an attractive garden booklet are mailed by first-class mail to the inquirer, and the original copy of the inquiry is forwarded to the dealer with a printed slip telling the source of the inquiry and asking that he give it prompt attention.

#### A POST-CARD INVITATION

"Last season for the first time we tried out a little post-card invitation which we sent to the dealer to be signed and mailed by him in his home town. This post-card invitation was addressed to the inquirer at the same time the catalog and letter envelopes were, and the post-card was forwarded to the dealer with the copy of the original inquiry. Quite a number of dealers told us that this made it possible for them immediately to follow up the inquiry by simply signing their name, and mailing.

"In any town or city where we have two or more dealers we make it a point to give the majority of inquiries to the dealer who buys the largest number of our tools, year after year, because we believe that his steady buying of a good quantity of Planet Jr. tools each year indicates that he is a live dealer and that he is likely to give these inquiries better attention than the dealer who buys only a few tools. In special cases where we know

that the smaller dealers are really pushing the Planet Jr. line and gradually growing, we give them a good share of the inquiries.

"In territories where jobbers control the sale of Planet Jr. tools we usually forward the original inquiries to these jobbers and put it up to them to forward them to the dealer who is in the best position to give the inquirer the right kind of attention. We give the inquirer the name of this jobber. By the time the inquirer gets our letter with the jobber's name, the jobber has a letter on the way to him and to his local dealer so that the inquirer does not have occasion to write to the jobber.

#### FOLLOW-UP LETTERS TO INQUIRER AND DEALER

"We write follow-up letters to both the inquirer and to the dealers to whom we have referred these inquirers. The follow-up letter to the inquirer goes into a little more detail about the Planet Jr. tool that seems to be the one he might need. With it we enclose a return post-card, on which he can indicate whether he has made a choice of tools, whether he has bought, and, if he is undecided, we arrange the post-card so that he can tell us how big his garden or farm is, the crops he wants to raise, and soil conditions he has to contend with. With this information we can usually advise him regarding the best tools for his particular work and conditions.

"The follow-up letter to the dealer is not sent on single inquiries. At certain intervals, say every month or possibly less, we sort our inquiry record cards under the names of the dealers to whom the inquirers have been referred. Then we write the dealer a letter and list the names of the inquiries we have forwarded to him up to that time. To a lot of dealers one or two inquiries coming in at a time do not seem like much and are not followed up. But when he gets a list of ten, fifteen, twenty or more names of good, live prospects—all at one time—he sits up and takes notice. If he is on the job at all he is very likely to get busy on the list right away, even though

**Lennen & Mitchell, Inc.**

**announces that**

**H. K. Boice**

**formerly Vice-President**

**of the**

**George L. Dyer Company**

**has joined**

**its staff**



Oct. 13, 1927

A Class Magazine  
*with more than*  
**1,500,000 Circulation**



\* "The Private Life of A Lady of the XVth Century" as told by John Erskine is a feature of *Cosmopolitan* for November.

THE Private Life of a Cosmopolitan Home of the XIXth Century\* lived in America, back in 1927. For the typical Cosmopolitan home would afford the best picture of living conditions among the favored class of that day and time.

long to the executive-professional class! In business Dorseys of their day. And just as the writer, so the advertiser "with a real message" is surest of an

**T**HE Private Life of a Cosmopolitan Home of the Xxth century lived in America, back in 1927. For the typical Cosmopolitan home would afford the best picture of living conditions among the favored class of that day and time. These Cosmopolitan families live better than any similar group of people in the world.

They own the low-swung cars with the long wheel bases, elaborate comfort refinements, and smart color combinations. They equip their homes with electric refrigerators, automatic oil-burning furnaces, and period furniture. They send their children to expensive private schools. They get their clothes at the smartest shops, and their tan on the golf links at the country club.

Over 59% of the heads of Cosmopolitan families be-

long to the executive-professional class! In business Dorseys of their day. And just as the writer, so the advertiser "with a real message" is surest of an intelligent hearing from these *Cosmopolitan-minded* people when he talks to them from the pages of their favorite magazine.

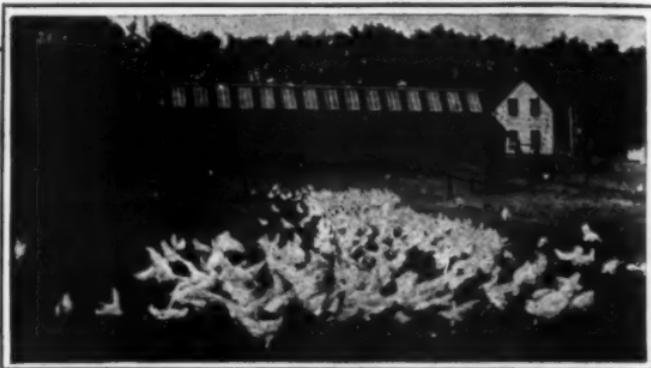
Fortunately for the manufacturer, these Cosmopolitan families are concentrated in the urban centers where over 80% of all buying and selling is done. This *top million and a half* is a rich market for the manufacturer of high-class goods . . . cars or confects . . . lamps or lingerie . . . food, furniture, or electrical refrigeration . . . in fact, anything whatsoever that contributes to what this favored class accounts complete living.

# Cosmopolitan

*Hearst's International  
combined with*

*Advertising Offices*  
SAN FRANCISCO OFFICE  
625 Market Street  
CHICAGO OFFICE  
326 W. Madison Street  
NEW YORK OFFICE  
119 W. 40th Street  
BOSTON OFFICE  
5 Winthrop Square  
DETROIT OFFICE  
General Motors Bldg.

*"Electricity on the farm pays for itself  
if used in the poultry house only"*



## Farm Women Spend "Poultry Money" on Their Homes

MANY farm women have written us stating that the money they earn from the sale of eggs and poultry has furnished their homes. They have purchased radios, clothing, furniture, pianos, electric plants, all with the "poultry money."

Readers of **THE FARMER'S WIFE** are acquiring modern homes rapidly, and paying for the improvements themselves. You can reach this fast growing market through the pages of **THE FARMER'S WIFE**. It is the only magazine in America published exclusively for farm women.

### THE **FARMER'S WIFE**

A Magazine for Farm Women  
Webb Publishing Company, Publishers  
St. Paul, Minn.

*Western Representatives*

Standard Farm Papers, Inc.      Wallace C. Richardson, Inc.  
307 North Michigan Ave.      250 Park Avenue  
Chicago, Illinois      New York City

Member Audit Bureau of Circulations

*Eastern Representatives*

Oct. 13, 1927

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he has neglected these same inquiries as they trickled in one or two at a time.

"The inquiry record cards are kept and early in the following spring we write a letter to each inquirer about gardens, farm work and farm and garden implements and enclose a return post-card on which are printed questions as to whether or not the inquirer wants a copy of the new catalog, a copy of the new garden booklet, any repairs for Planet Jr. tools that he may have, whether he is interested in buying any new equipment and other questions that will enable our local dealer and us to sell this inquirer whatever farm or garden implements he may need."

It will be noted that this company combines the direct handling of inquiries with the handling of them through distributors.

This brings us to those companies which send inquiries to all dealers.

A large sporting goods manufacturer with stores in a number of cities naturally sends inquiries to its own stores first. In communities where the company does not have its stores it sends the inquirer a list of all nearby retailers of the line and at the same time notifies a distributor in the territory that there is an inquiry and gives this distributor the names of all dealers who have been notified. The distributor then gets in touch with all these dealers and informs them of the inquiry.

G. I. Sellers Sons Company refers prospects to all dealers in a community where there are several dealers. The company considers this an advantage since the prospect usually has a favorite dealer. Prospects' names are sent to all dealers and where the prospect has no favorite dealer the company feels that the most aggressive retailer will get the business anyway because he will follow it.

Nutrena Feed Mills, Inc., sells mainly through exclusive dealers. However, where there are two or more dealers inquiries are referred to all. The ultimate consumer of the company's product is usually a farmer and sometimes the com-

pany, in getting an inquiry from a farmer who is not near a dealer, quotes prices direct from factory or refers to the farmer the dealer who is nearest.

The Traub Manufacturing Company, maker of rings, sends each inquirer a beautiful booklet in which is enclosed a card. On one side of this card is a selling message and on the other are listed the names of all dealers handling Traub rings in the inquirer's city. The idea is to let the prospect choose the dealer he prefers.

#### DU PONT FITS THE METHOD TO THE PRODUCT

The methods used by the various divisions and subsidiary companies of E. I. du Pont de Nemours & Company, Inc., varies slightly according to the type of product and the number and calibre of dealers in any given town. As a general rule, inquiries are acknowledged by the company with as much information and literature as is necessary. Then the inquiry is forwarded to all responsible dealers in the town from which it emanated. In some cases where the unit sale is sufficiently large to warrant it the dealers are followed up at an interval of two weeks or a month and requested to give a report on the outcome of the inquiry.

The National Steel Fabric Company sends a copy of the inquiry to all dealers in a community. In the larger cities where one dealer handles business from one section and another dealer from another section, distribution of inquiries is made by the company's district offices. The company has a regular printed form which is used in sending names to dealers.

This form, which is in duplicate, carries the name of the inquirer and a notation by the company that the inquiry has been received because of the company's national advertising and that literature has been sent to the inquirer along with the dealer's name. It asks the dealer to follow up the inquiry.

Below this is a form, which may be detached, on which the dealer reports his follow-up of the inquiry. Below this is another form

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which is also detachable. This is for the home office records.

Regarding the use of this system, W. H. Shaffer, Jr., dealer sales manager of the company, says:

"The forms which we send to retail dealers, giving them leads received as a result of our national and direct-mail advertising, are followed and we have had an unprecedented number of returns from our dealers, both established and prospective.

"Replies generally reach us within a period of a week or ten days after the inquiry has been referred from this office. Not only are the blanks returned with the information checked, but very often a personally dictated letter accompanies this blank.

"The first inquiry referred to a dealer is introduced by letter, explaining to him just how the inquiry reached us, why we are referring it to him, and our idea of the best method he can use in following it up to secure immediate business.

"If, within five days no reply is received from the dealer, a follow-up letter reaches him. Future inquiries are referred to the dealer on a blank."

It is obvious from the description of the methods used by the various companies quoted that there is no hard-and-fast rule which will work in all cases. The variety of methods used, however, should offer any manufacturer suggestions for his own method of procedure.

### "Electric Ship and Pier" Starts Publication

*Electric Ship and Pier* is the name of a new monthly magazine which started publication with an October issue. It is published at New York by R. W. Crowley and its editorial contents are devoted to articles on pier and ship operations. Its type page size is seven by ten inches.

### Horace Wilcox with Caterpillar Tractor Company

Horace Wilcox, formerly advertising manager of the Gantner & Mattern Company, San Francisco, has joined the advertising department of the Caterpillar Tractor Company, San Leandro, Calif.

### Mr. Feland Answers Mr. Masson

GEORGE BATTEN COMPANY  
NEW YORK, Oct. 4, 1927.

*Editor of PRINTERS' INK:*

In the September 29 issue of PRINTERS' INK, Thomas L. Masson calls me by name and makes it appear that I am a liar.

Now I am not greatly disturbed at this flat and public contradiction.

I have told thousands of lies. Some of them kindly, some boastful, some courteous, some amusing, and some deeply ingenious.

But I feel offended and slandered at being made out such a careless and clumsy liar as to tergiversate over so demonstrable a matter of fact as the presence or absence of a word in the dictionary. That would be as idiotic as to lie about one's own sex or phone number or the day of the month that Christmas falls on.

Mr. Masson says:

" . . . F. R. Feland suggests that, after all, selling may be an illusion, and smokes out the word 'salesmanship,' which he declares is not in Webster's Dictionary (although it is, and also in the Oxford, followed by 'skill in finding customers') and wonders whether after all it isn't largely a question of 'demand.'"

Now my statement to which Mr. Masson refers appeared in PRINTERS' INK of August 25 and was worded as follows:

" . . . I turned to my dictionary (Webster's Revised Unabridged) and found no such word there. It was not in the 'Century' and not in the 'Century Supplement.' There was, however, an incidental definition of 'Salesmanship' in 'Funk & Wagnall's Practical Standard Dictionary.'

"There 'salesmanship' was defined as the 'art of selling.'

"The acceptance of the word by lexicographers appears relatively recent."

I said nothing about the "Oxford Dictionary" because I did not have a copy of it available. I did not put in the words "Webster's Revised Unabridged" in parentheses merely because PRINTERS' INK was paying me so much per word, and here was the price of a cigar, but because I knew that there were various "Webster's."

There is a clear imputation here that I was less than a careful writer on my subject, and that is the provocation for this protest.

F. R. FELAND.

### Toronto "Mail and Empire" Changes Hands

The Toronto *Mail and Empire* has been sold to I. W. Killam, president of the Royal Securities Corporation. Mr. Killam has been elected president.

John Scott, formerly managing editor of the Montreal *Gazette*; Claud A. C. Jennings, chief editor of the *Mail and Empire*; and George E. Scroggie, its business manager, are directors. Mr. Scott has been appointed managing director and assumes charge immediately.

# WHO IS THE HIGHEST-PAID ADVERTISING WRITER



"Approbation from Sir Henry is praise indeed." *The American Mercury* referred to Alfred Stephen Bryan (Beaunash) as the highest-paid advertising writer. Thanks most awfully, Mr. Mencken, for not calling him an "advertising genius." ▲ ▲ ▲ ▲ ▲ That practitioner of smart-aleckry and egocentricity, the advertising genius, belongs out in the meadow, wiggling ears and nibbling thistles.

◀ *Arrangements for retaining Alfred Stephen Bryan may be initiated through I. Leonard Henslein, Director Cliental Relations, 665 Fifth Avenue, New York.*

## Carnation Milk's Sales Convention Plan

This Company Has Developed a Method Which Enables It to Bring Salesmen Together from All Sections of This Country and Canada without Giving Its Convention Over to Generalities.

LIKE many other firms, the Carnation Milk Products Co. maintains a force of Canadian salesmen, who are directed from American home offices with local district men in immediate charge. Naturally, the selling problems are much the same on both sides of the border, even though field conditions may vary. As a result, it was felt that the similarity of problems was sufficiently pronounced to call the men together for a joint convention in 1927.

Orders were accordingly issued to all men east of the Rockies, Canada included, to meet at Oconomowoc, Wis., where the company maintains its central offices. It will be noticed that the Southern men and the Atlantic seaboard men were also invited to participate. The first conclusion would be that here would be a convention faced with greatly differing territorial problems—the problems of the South, East, and Central States, and of Canada. As a result, it would appear as though the convention could concern itself only with general problems.

Such, however, was not the case. Specific problems were taken up and here is how it was done.

First of all, the men were assigned to groups based on locality. The Canadian men formed one group, the Central States men another, the Southern States men a third, and the Seaboard States men a fourth.

Then, on a four-day schedule, the convention program was divided so there would be a certain number of general meetings supplemented by group meetings. At the general gatherings, the main addresses were given by company officials best fitted to cover that

particular phase. Outside talent was also invited.

At these general meetings such subjects were discussed as the source of the raw product, care taken with it, the processing of the milk, more efficient sales methods, new advertising—all matters of equal interest to all the men.

The addresses covering these subject were given by men eminently fitted to leave something with their listeners. Salesmen were encouraged to remember the facts given them and to ask questions about any perplexing points on the last day, when a special meeting was set aside for just that purpose. Notebooks were provided for the men for jotting down things worth remembering.

Sandwiched in between these general meetings were group conferences at which the senior district manager or the sales manager presided. At these meetings, the specific problems of that group were threshed out, with the aid of the men themselves.

While one group was thus occupied in the convention hall, another group would be going through the plant to learn as much as possible about production. Guides capable of answering questions conducted each half dozen men through in a sufficiently leisurely fashion to insure everybody getting the most out of the tours.

While this group was going through the condensery, learning the processing of milk, another group was being taken through the Carnation Farms, another source of the company's raw product and a highly useful factor in the quality of the finished product.

During this time, still another group was visiting the main offices, becoming acquainted with the executives and acquiring an insight into the directing force "at home." It paved the way for ironing out many little griefs which certain individuals, both at home and afield, had probably been nursing for a long time.

In the course of the four-day convention each of the four groups passed through factory, farm and main office in just this manner.

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## The Nose



**K**EEN to scent every buying opportunity for the 750,000 consumers reached through The STAR. A vast purchasing power well distributed over every class. A market that is practically free from fluctuation and is fully representative of every State in the Nation.

*The Federal Government's presence stabilizes the Washington (D. C.) market—makes of it a distribution center not only for the Capital's half million but for the 250,000 suburban and rural shoppers as well. Only one paper—The STAR—completely covers this important trading area. Regular home delivery to suburban subscribers within 25 miles of the City.*

**FREE  
DATA  
and  
Authentic  
Information**

The STAR'S Trade Facts Department will supply you with statistical data and special facts enabling you to plan your campaign. Request desired information from the

**TRADE FACTS DEPT.**

# The Evening Star.

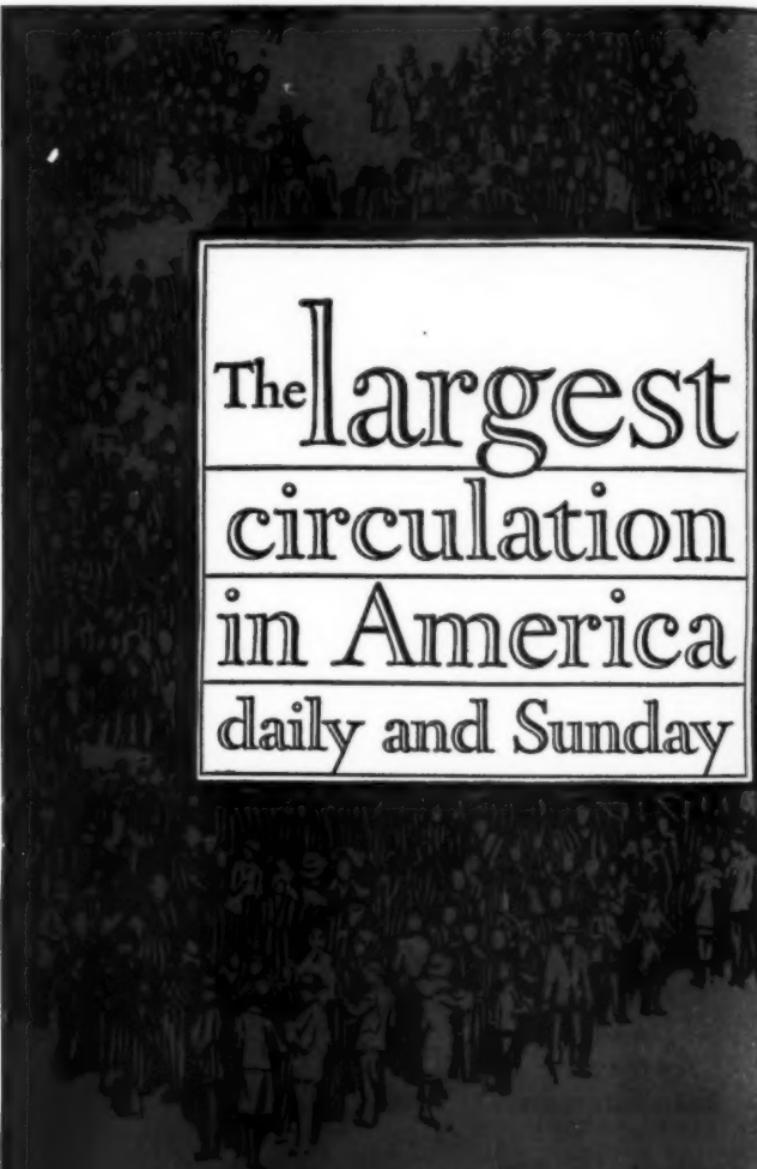
With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:  
DAN A. CARROLL  
110 E. 42nd Street

Chicago Office:  
J. E. LUTZ  
Tower Building

Oct. 13, 1927

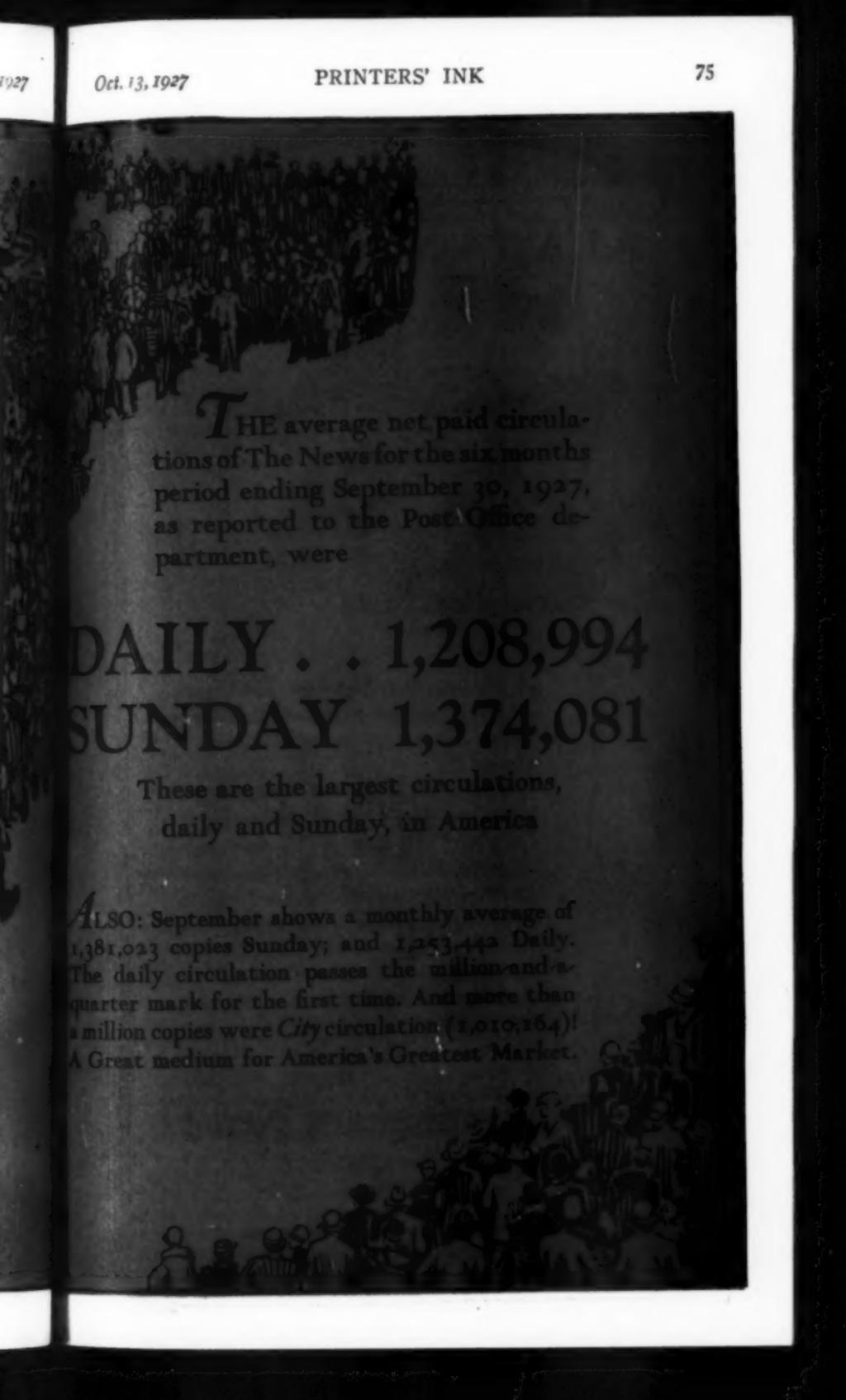


The largest  
circulation  
in America  
daily and Sunday

THE ☐ NEWS  
*New York's Picture Newspaper*

Tribune Tower, Chicago

25 Park Place, New York



THE average net paid circulations of The News for the six months period ending September 30, 1927, as reported to the Post Office department, were

DAILY . . . 1,208,994  
SUNDAY 1,374,081

These are the largest circulations,  
daily and Sunday, in America

ALSO: September shows a monthly average of 1,381,023 copies Sunday; and 1,253,442 Daily. The daily circulation passes the million-and-a-quarter mark for the first time. And more than a million copies were City circulation (1,010,164)! A Great medium for America's Greatest Market.

Oct. 13, 1927

# ALABAMA

*First State  
in the South*



Covered by

## The Birmingham News

*A Market and Coverage condition, of keen interest to National Advertisers, is graphically illustrated above.*

You owe it to the interests of your business to write today for a copy of "The Survey," a thorough analysis of the newspaper situation in Birmingham, with much valuable information concerning the wealth and size of the City, Suburban and State-wide markets. This authentic compilation is yours for the asking.

## The Birmingham News

*The South's Greatest Newspaper*

MORNING

EVENING

SUNDAY

NATIONAL REPRESENTATIVES

KELLY-SMITH CO., New York, Chicago, Boston, Philadelphia

J. C. HARRIS, Jr., Atlanta



a long time afterward, this store was practically our only advertising medium. During the three and a half years of our existence in the United States we have used consumer advertising of various kinds in Greater New York, such as newspapers, car cards, outdoor posters and direct-mail. As a result of this advertising our distribution has spread throughout the Metropolitan area and to a number of cities in New England, to Detroit, Cleveland, Milwaukee and to the Pacific Coast. In getting what distribution we have attained, we have first reached the consumer and then found a retailer to take on Sanka in order to supply that consumer and attempt to sell it to others. After a certain number of retailers have been secured in a territory, we approach the jobber. Jobbers now handle Sanka in New York and surrounding territory, New England and the Pacific Coast.

We have now come to the point in the development of our business where we are ready to expand our distribution farther. At present this distribution is spotty. Our plan for expansion has two features which I think other manufacturers whose distribution problems parallel ours will find interesting, namely, our peculiar method of concentrating our educational work on the consumer and the campaign of large space advertising in periodicals and other mediums we are launching in a certain specified territory. Full pages and smaller space will be used in the newspapers of New York, Philadelphia, Washington and Baltimore. There will also be full pages in a list of widely circulated sectional publications. Car cards and outdoor advertising also will be used.

The foundation of our educational work with the consumer will be a sampling campaign. This sampling campaign is to be operated both as a part of our periodical advertising in newspapers and magazines and by direct mail on the general consumer and physicians. Besides, demonstrators will be placed in the larger and more important stores of principal cities; and our salesmen will de-

vote a certain amount of time to calling personally on physicians and making or offering to make Sanka demonstrations.

Our sampling campaign possesses novel features. It emphasizes our belief in the importance of real consumer education as the basis of repeat sales. The plan consists of a test, which is described in detail in all our advertisements.

The quickest way for you to try Sanka, is to go to your grocer or delicatessen and purchase a can today. But if you wish, we should like to give you the opportunity of comparing Sanka with the same blend of coffee from which the caffeine has not been removed. You can't tell the difference and we want to prove it.

Fill in the coupon below and enclose ten cents to cover mailing costs. You will receive two cans of coffee marked "A" and "B" . . . one will contain Sanka, the other some of the same coffee from which the caffeine has not been removed. After you have sampled each, we will mail you a letter telling you which is which. Send for your samples TODAY.

As these coupons are received, and already they are beginning to come in in large numbers, a letter with one can each of coffee and Sanka are mailed in a combination mailing envelope and bag. The letter is attractively typed and explains how the recipient is to make the test. For example, the first three paragraphs of the letter read:

Your two samples of coffee are in the attached bag. One contains Sanka Coffee, 97 per cent caffeine-free. The other contains the same blend of coffee, but with none of the caffeine removed.

Make several cups from each sample. Serve both kinds at the same meal or alternate them. Enjoy the appetizing fragrance and taste of each. We'll guarantee that you can't detect the slightest difference between the two.

In a week we'll write and tell you which sample was Sanka, and which one had none of the caffeine removed.

There are five more short paragraphs, the first referring to a booklet which accompanies the letter, containing directions for preparing coffee; the second describing the blends of coffee used in making Sanka; the third explaining that caffeine is extracted before the berries are roasted and why, therefore, the original coffee flavor is retained; the fourth on how Sanka cannot cause sleeplessness, indigestion and other disorders, and

There was a time when advertising men looked the other way when anyone suggested that Beauty had anything to do with sales. Then Bundscho put beauty into advertising typography. Now just try to keep it out.



J. M. BUNDSCHE, Inc.  
*Advertising Typographers*

58 E. WASHINGTON 10 E. PEARSON  
CHICAGO

HERE TYPE CAN SERVE YOU

a final brief paragraph reading, "Don't give up coffee. Drink Sanka!"

One week after the mailing of the foregoing letter, a second letter is sent, the first paragraph of which explains which can contained Sanka and which coffee; as follows:

A week ago we sent you two sample cans of coffee marked "A" and "B." Sample can "B" contained Sanka Coffee, 97 per cent free of caffeine. Sample "A" contained exactly the same blend of coffee, except that the caffeine had not been extracted. Could you tell the difference between them?

The rest of the letter recalls statements made in the first letter on the high quality of Sanka, the opinions of experts, physicians and experienced coffee drinkers as to its virtues as a beverage, and the local addresses of retailers that carry it. A postscript reads: "We are anxious to know what you think of Sanka Coffee. Will you please write to us, setting forth your unbiased opinion of this decaffeinated blend?"

Perhaps I should pause at this point and explain that our campaign is not designed primarily to persuade coffee drinkers to give up coffee and use Sanka; in other words, to partition the present market. Not at all. Rather, our campaign is designed to create new users from among those who do not at present drink coffee. In fact, we say this in our first full-page newspaper advertisement, published during the last week in September. There is a section entitled, "Three types of people are drinking Sanka, and each for a different reason." I quote the section:

1. There are those who cannot drink coffee at all, or only occasionally, because it keeps them awake or makes them nervous. Sanka enjoys wide popularity among these people.

2. There are those who are careful about their general health, those who realize that caffeine is not doing them any good. They drink Sanka in order to be on the safe side.

3. There are those who are particular about the flavor and aroma of their coffee—the so-called cranks about coffee. They drink Sanka because it is one of the finest coffees they can buy.

Then there is—the Hostess. The enterprising hostess finds Sanka the best coffee to serve at her dinners and entertainments, especially those given at night. Sanka saves her and her guests

those embarrassing moments when guests decline coffee or make a pretense of drinking it. Everybody can drink Sanka and among smart hostesses it is now the practice to let guests know that Sanka is being served.

Captions used in our periodical and newspaper advertisements will give the reader a pretty clear idea of our copy appeal. Advertisements completed so far bear headings as follows: "Now—a coffee for Everybody—even the substitute drinkers"; "Does coffee make you nervous? Drink all the Sanka Coffee you want—forget your nerves"; "Coffee at midnight—Yet asleep when your head hits the pillow"; "Coffee no longer tabu"; "Must the successful hostess consider guests who can't drink coffee at night?"

Our sampling plan is being carried to physicians and the general public by letters to both groups. As soon as a retailer takes on Sanka we endeavor to obtain from him a list of his customers. Chain-store managers, by the way, respond to our offer and supply us with lists of their customers much more readily than do independent retailers. Three letters are used. The first asks the recipient to act as judge in a proposed test. The test is described and various details about it enumerated. If the recipient is interested, he or she is asked to return his name to our New York address, upon which the two sample cans of coffee will be mailed. When the name is received the second letter, already described, accompanied by the two cans of coffee, is mailed, and followed, after a week's interval, by the third letter.

We observe the same routine in circularizing physicians, modifying the letters to suit. For example, the first letter, instead of asking the physician whether he would like to be appointed a judge to make a test, begins with a paragraph on the very human tendency of people generally to disregard the warnings of their medical advisers, as when they are told to give up coffee or tobacco. We tell the physician it is no longer necessary for him to say, "Don't drink coffee"; he can say instead, "Drink Sanka Coffee." Then we

**A**DVERTISING is only as good as the magazine it goes into. Analyze values, buy with your eyes open, and you'll be sure of your money's worth. A most conclusive number of successful advertisers depend on Good Housekeeping — *to sell their goods.*



### The H. K. McCANN CO.

*have the following accounts in  
OCTOBER Good Housekeeping:*

Beechnut Packing Co.  
Chesebrough Mfg. Co.  
Pacific Coast Borax Co.  
Servel Corporation  
Association of Hawaiian Pineapple  
Canners  
California Lima Bean Growers Ass'n.  
Canners League of California  
California Packing Corp.

# GOOD HOUSEKEEPING

CHICAGO

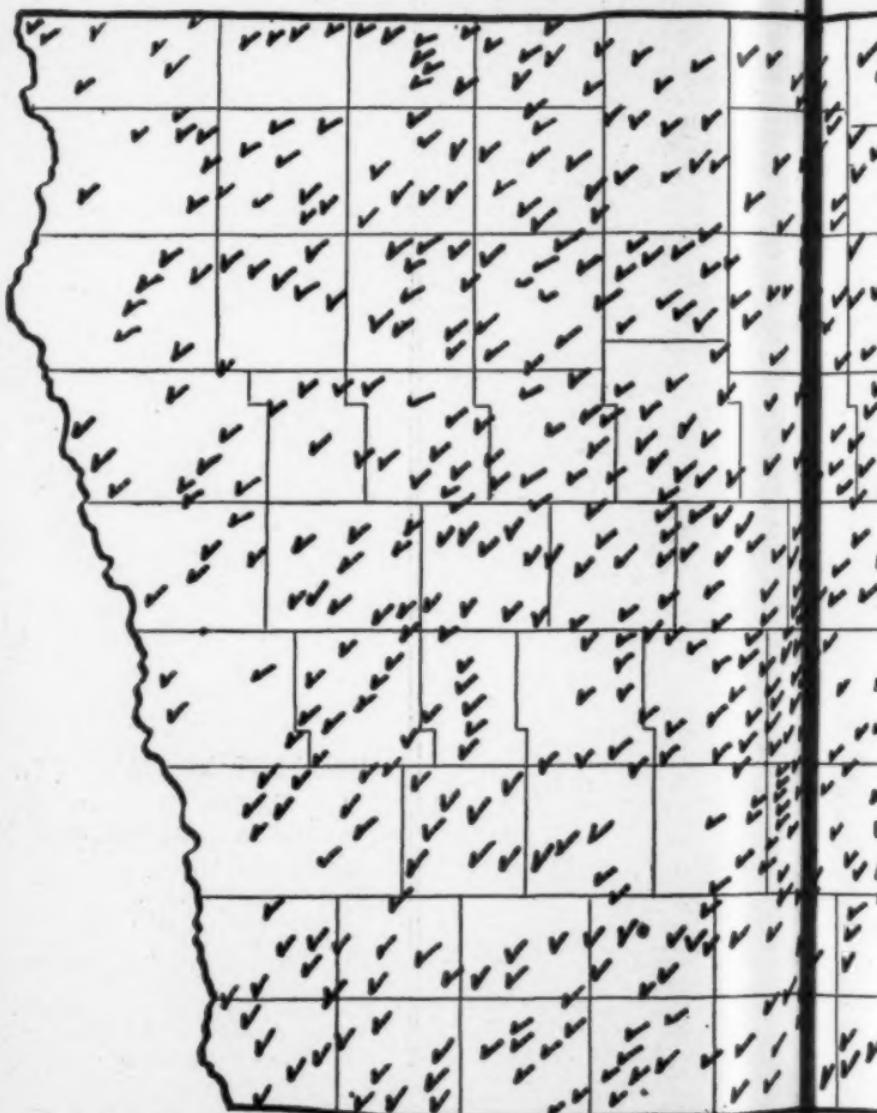
BOSTON

NEW YORK

SAN FRANCISCO

# Read by 20% to 95%<sup>of</sup>

in 801 Iowa Cities & towns



**DES MOINES REGISTER**

Most complete home state circulation coverage

# 5% OF THE FAMILIES

*Subscribers Checked on this Map*



TE and TRIBUNE

Circulation coverage of any middle western newspaper

Oct. 13, 1927

offer to let him try it for himself, explain our test and enclose a card for his acceptance of the offer.

Our salesmen call on dealers. We now maintain a permanent staff of salesmen in Greater New York and are making additions in Philadelphia, Baltimore and Washington. One day a week salesmen call on physicians with samples and make demonstrations. On other days our representatives devote their entire time to working with retailers, checking their stock for freshness, helping them make displays, compiling lists. Jobbers are covered every Monday morning by telephone.

I have attempted to show how our advertising campaign aims to extend our present sectional distribution to national distribution by an intensive educational effort on the consumer consisting of (1) sampling by mail, (2) personal demonstrations to physicians, in dealers' stores and in the consumer's home, and (3) advertising in very large space in newspapers, periodicals, car cards and posters in the metropolitan section. Our sales efforts, thus directed at the consumer, will work back to us in increased sales to retailers and jobbers. Already, since the beginning of our sampling campaign, sales of Sanka have quadrupled.

### Cincinnati Agency Opens Chicago Office

The Marx-Flarsheim Company, Cincinnati advertising agency, has opened a Chicago office. Robert L. Marx, formerly sales manager of the National Woollen Mills, Parkersburg, W. Va., will be in charge.

Some of the new accounts that will be handled by the new office are: The Howard Shirt Company; Pike-Hansen, Inc., maker of work clothing; and The Mordt Company, manufacturer of ropes and twines, all of Chicago.

### Radio Companies Merge

Wells-Gardner and Company, Chicago, manufacturers of radios, and the Precision Products Company, Ann Arbor, Mich., maker of the Arborphone radio, have merged under the name of The Consolidated Radio Corporation. C. A. Verschoor is president of the new corporation; A. S. Wells, vice-president; F. E. Royce, secretary; and Frank Dillbahner, treasurer.

### Will of W. C. Dowd, Sr., Leaves Estate to Family

The will of the late W. C. Dowd, Sr., publisher and principal stockholder of the Charlotte, N. C., *News*, filed for probate at that city, leaves control of the *News* to his family. The former publisher, whose estate is valued at \$275,000, left his entire stock in the *News* to his two sons, W. C. Dowd, Jr., and James E. Dowd, and to his daughter Mrs. Cornelia Dowd Jones.

W. C. Dowd, Jr., will assume his father's place as publisher of the *News*.

### B. A. Kosicki Leaves Department of Commerce

Bernard A. Kosicki, chief of the patent and trade-mark section of the Bureau of Foreign and Domestic Commerce, Washington, D. C., has resigned. He has been employed by the Bureau as an international patent and trade mark specialist for six years. He will enter the practice of law, specializing in patents and trade-marks, at Middletown, Conn.

### New Accounts for Quinlan Company

The Swanson Company, Newark, Ohio, manufacturer of drug products, has placed its advertising account with The Quinlan Company, Chicago, advertising agency.

The R. B. Boak Company, Chicago distributor of Prefet sardines, has also placed its advertising account with the Quinlan agency.

### To Represent "The American Girl"

Henry C. Pragoff has been appointed New England representative, with headquarters at Boston, of *The American Girl*, New York. He formerly represented this publication in that capacity.

J. R. Ferris has been appointed Western representative of *The American Girl* with headquarters at Chicago.

### Guide Motor Lamp Account to Akron Agency

The Guide Motor Lamp Manufacturing Company, Cleveland, manufacturer of automobile headlights and the Guide lamp tilt ray headlights, has appointed Eddy & Clark, Inc., Akron, Ohio, advertising agency, to direct its advertising account. Business papers and direct mail will be used.

### Schulte Sales and Profit

The Schulte Retail Stores Corporation, New York, for the six months ended June 30, 1927, reports sales of \$19,202,462, against \$18,038,552, in the corresponding period of last year. Profit amounted to \$2,694,001, before Federal taxes, against \$2,714,347 in the first six months of 1926.

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OUTDOOR ADVERTISING  
*Through Your Advertising Agency*

# Perfected Liaison

in three dominant campaigns

**I**N THEIR respective fields, Aunt Jemima Pancake Flour, Libby's 100 Foods, and Phenix Cheese are conspicuous successes. Unified advertising has been an important factor in making them so. In each case, all copy and media—newspaper, magazine and poster—were carefully correlated to effect the maximum in sales results.

The J. Walter Thompson Company, which prepared the newspaper and magazine copy

ALSO PREPARED

*Outdoor Advertising thru You*

OUTDOOR ADVERTISING  
WHICH STRENGTH-  
ENS AND SUSTAINS  
THE NEWSPAPER  
AND MAGAZINE  
ATTACK . . .

AUNT JEMIMA

Plantation pancake  
...her own recipe  
ready-mixed

These Outdoors  
the J. Walter Thompson Co.  
in the

NATIONAL OUTDOOR ADVERTISING

er Your Advertising Agency

Phenix Cheese

You'll like the  
HALF POUND  
PACKAGE

BY THE MAKERS OF "PHILADELPHIA" CREAM CHEESE



days were placed by  
ermpson Company  
to the  
ADVERTISING BUREAU, INC.



In addition..

# OUTDOOR ADVERTISING

## *Through Your Advertising Agency*

some 500 other advertisers, large and small, are now placing their outdoor advertising through their advertising agencies.

In that way, outdoor advertising becomes an integral part of the general campaign. It reflects the spirit and excellence of the newspaper and magazine copy. It is directed toward the same objectives by the same directing minds.

And as a further advantage, the advertiser receives from plant owners everywhere the very best service obtainable in plant facilities. This includes such important elements as locations, servicing, checking information and dealer cooperation.

If your advertising agents are among the 220 members of the National Outdoor Advertising Bureau, Inc., talk to them about outdoor advertising.

**National Outdoor Advertising Bureau**

INCORPORATED

New York

Chicago

Detroit

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# Trade Associations and How They Are Serving Their Industries

A Comparison of the Activities of Co-operative Organizations in Various Fields

By Robert L. Thalheimer

MOST of the readers of PRINTERS' INK, I imagine, are members of some trade association and are therefore likely to be interested in the results of an investigation I have been making among such organizations for the purpose of finding out what they are contributing to their respective industries, how much they cost to operate and how they raise their funds.

These trade associations (there are over 280 of them) appear to have started originally as credit reporting agencies. In such form they were served by a secretary with perhaps one assistant and occupying only a tiny office. From these modest beginnings they have taken on one form of work after another until today we find them engaged in such widely diversified activities as gathering trade statistics, conducting testing laboratories, improving trade ethics, investigating possible markets, opposing unfriendly legislation, educating retailers, advertising to consumers, etc., etc.

Much of this work has been of far reaching benefit to the industries supporting it. It has been possible to accomplish desirable objects co-operatively which a single manufacturer would have found impracticable by reason of the large expense involved. But just how far an association can go without becoming unwieldy and increasing its expenses to the point where the industry will refuse to support it is a question which is troubling the officers of many of these organizations.

It is sometimes said that American business is over-organized. To some extent that is true, but it also applies to the world at large where there are societies and clubs for the advancement or amelioration of every condition known to man. Nevertheless the benefits of co-

operation within a given industry have been so plainly demonstrated that there is not likely to be any substantial retrogression. The present problem is to keep association work within reasonable and practical limits and to render a maximum service which the individual members will readily recognize as worth every penny invested in the form of dues.

In our own field—that of advertising—the co-operative organization enjoying the largest membership is the International Advertising Association, made up of advertising clubs in various cities. Under the wings of this association was started the Truth-in-Advertising movement which later developed into the so-called Better Business Bureaus. The latter have lately withdrawn from the parent organization and now have their separate offices and separate staff. As a result, the International Advertising Association has been going through a process of re-organization which is not yet wholly complete. At present it employs approximately fifteen people. Its chief sources of revenue are dues of \$2 per year from each member of an affiliated club, with an initiation fee for new clubs admitted, sustaining memberships from people interested in the work of the association, convention registrations and other incidental income. Its chief functions have been to provide a means for exchange of ideas between advertising clubs; to provide for the annual international convention, to provide for a number of regional conventions every year, arrange for meetings of the National Advertising Commission, and conduct a speakers' bureau which informs advertising clubs of volunteer speakers who are available to them. The cost of such work for the

fiscal year of 1924-25 was \$149,190, and it received during that fiscal year a total income of \$171,830.

For the fiscal year of 1925-26 it had expenses of \$117,959, and an income of only \$80,125. At the end of that year it consequently had a deficit of \$37,834.

For the fiscal year which ended May 31, 1927, its expenses amounted to \$94,627. Its income of \$118,850 was sufficient to leave it a surplus of \$24,223.

As this article is written I have before me letters from secretaries of various associations, selected from a large list as being representative of a wide variety of industries and of functions performed. It is my purpose to outline the functions of these associations, so that others may be able to determine, perhaps, what added duties should be assumed by their own association.

Let us consider first the oil heating industry, comparatively new in the problems it faces. Its association is called the Oil Heating Institute. One of its chief functions is to educate the consumer. Its funds are raised by voluntary and definite subscriptions. Members are asked to bind themselves in advance on the basis of 1 per cent of their net factory sales for the preceding year. It was agreed among the fifteen manufacturers who first met and considered the plan that subscriptions would not become binding unless the minimum amount was secured. That minimum was considerably exceeded. In addition to carrying on a broad, educational plan for the public, this organization conducts technical research and a direct-mail campaign directed at building owners to influence groups such as the architects, building contractors, speculative builders, heating contractors, coal dealers and the like. All this work is carried on by an organization consisting of nine people in a floor space of only 1,200 square feet, and is accomplished on a budget of \$45,000 annually.

The National Paving Brick Manufacturers Association is another association which is doing a diversity of things with a small personnel. Six persons employed

by the association in 850 square feet of floor space operate on a budget based upon an assessment of previous years' shipments. Overhead and floor space are kept down in this association, as in many others, by having mechanical work such as addressing, form letter work, and typing done outside of the office.

In order to get an idea of just what an organization is able to accomplish in the amount of mail handled and similar details, it is well to take a look at the National Association of Ice Industries, located at Chicago. There have been distributed 3,000,000 pieces of direct-mail matter since October 1, 1926, together with 127,000 direct and individual letters. The organization has a membership of 2,000 and a mailing list of 7,200. All of this mailing and fully 2,500,000 pieces in pamphlet and bulk form have been distributed from the secretary's office, in which there are employed five people in addition to the secretary. Each one of these five people does any part of the work with equal facility. While the duties of each are specifically assigned, whatever needs to be done at the moment becomes the work of the whole office organization. Aside from the stock and mailing room, this association occupies three offices, ten feet square and one committee room of 12 by 10 feet. The greater part of the work of the association is aimed at the education of the consumer. In the matter of finances the secretary reports:

The finances of this organization are carried in three classes. The first is in the form of dues levied upon the tonnage sales of the membership. Out of this fund are paid the administrative expenses of the organization. In no one year has this amount exceeded \$30,000. The second fund is for educational work entirely. It also is a fixed levy of so many mills as established by the Board of Directors annually upon the tonnage sales of the membership. It is entirely voluntary whereas the dues are required. Out of this additional fund of \$40,000 are expended the introduction of our Household Refrigeration text pamphlets into the schools and welfare agencies of the country. That distribution this year will reach 900,000 in approximately 20,000 schools.

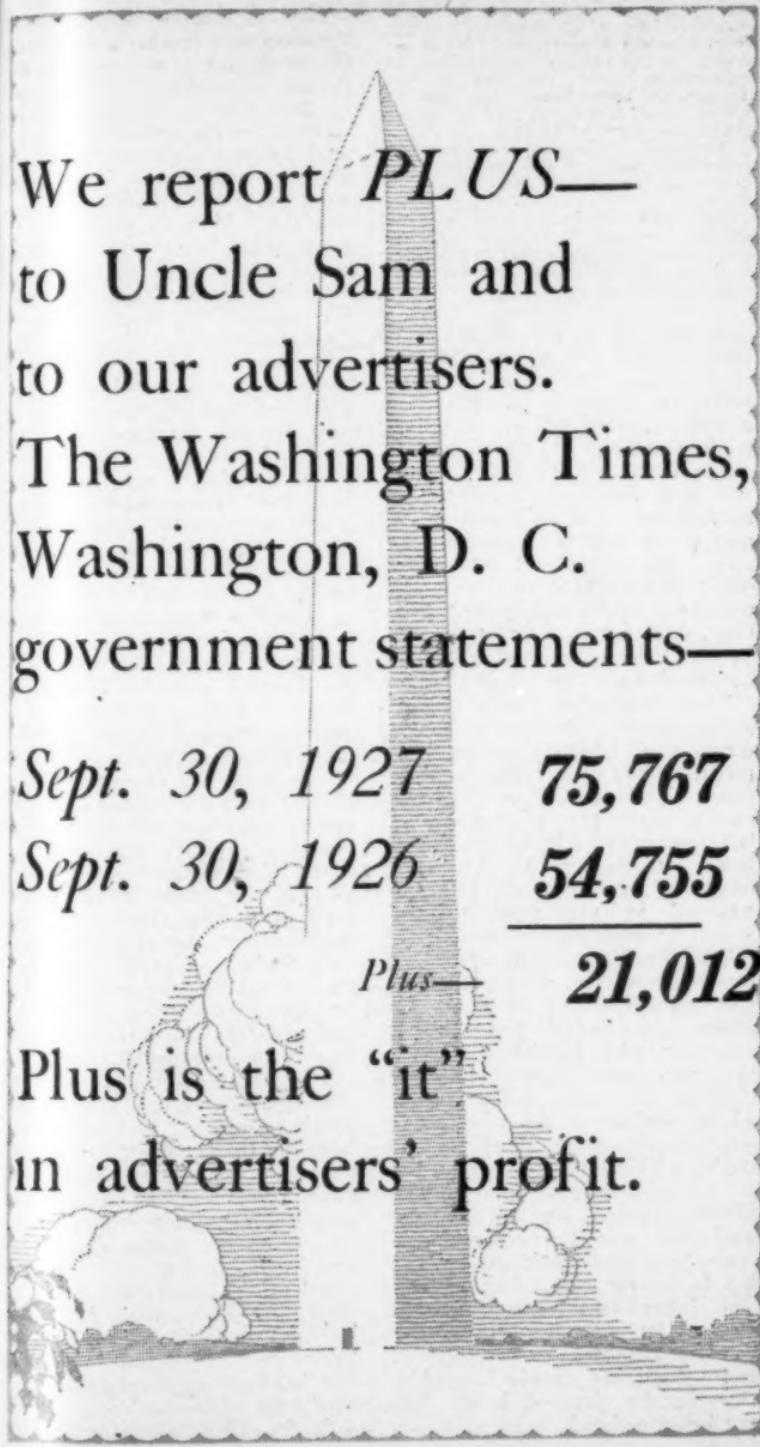
In the department which we classify as our Trade Development Bureau

We report *PLUS*—  
to Uncle Sam and  
to our advertisers.

The Washington Times,  
Washington, D. C.  
government statements—

<i>Sept. 30, 1927</i>	<b>75,767</b>
<i>Sept. 30, 1926</i>	<b>54,755</b>
	<hr/> <b>21,012</b>

*Plus* is the "it"  
in advertisers' profit.



we prepare and distribute for local appeal a series of folders, booklets, letters, wagon banners, etc. These we supply to our supporting members at approximate cost. The cost of this bureau is approximately \$35,000 of which some \$25,000 is reimbursed in the sale of direct-mail advertising. Thus you see the entire administrative and educational work of the association requires an annual net expenditure of \$80,000.

This must not be confused with an entirely separated voluntary fund amounting this year to \$200,000. This is being expended for national magazine advertising.

In addition to the education of the consumer this association carries on all sorts of policy work such as problems in interstate commerce, legislation, taxation, legal contracts, and the like. It also collects and distributes statistics and information concerning the industry in all its phases which may prove helpful to its membership. The secretary travels some 40,000 miles a year to explain the policies as established by the parent body, to assist local groups in adjusting their plans and work in conjunction with the major policies.

The Associated Metal Lath Manufacturers, Inc., with headquarters at Chicago, employs ten people in 880 square feet of floor space. The main job of this association is the promotion of metal lath, and research in the metal lath field. It operates on a yearly budget of approximately \$160,000, assessed in proportion to the quarterly shipments of members.

The Electric Hoist Manufacturers Association does not maintain an independent office but its affairs are looked after by a secretary who furnishes it with the necessary supervision and stenographic and clerical work, while conducting also the headquarters for another trade organization. This service is costing the hoist manufacturers approximately \$4,000 a year. Neither this organization nor the others mentioned previously maintain a clearing house for credit information. The latter association, however, does collect from members various statistics regarding orders received and shipments made monthly, showing the sizes of hoists that are being ordered.

This information is given to the members and is also published in the trade press and sent to the Bureau of Census at Washington. In this organization there is also about to be inaugurated a plan of securing data on inquiries received by manufacturers for hoist equipment, since its members believe that the volume of inquiries in a given month bears a direct relation to the volume of orders received at some later given period. This plan was outlined in complete form in PRINTERS' INK for April 7. The remainder of the work of the association is along the lines of engineering and technical subjects of particular interest to manufacturers of hoists.

The Greeting Card Association, located at New York, employs five people and uses 800 square feet of floor space. It keeps down both its personnel and floor space by having a great deal of work such as collection of subscriptions done by a trust company, collating and mailing of dealer helps by a mailing agency, and by having the details of its national magazine advertising handled by an advertising agency. A primary function is educating the consumer in the greater consumption of greeting cards. Approximately \$125,000 per year is raised by means of affidavits filed with a trust company showing the volume of each member's production, on which each agrees to pay 1 per cent per annum. This budget is divided approximately \$100,000 for magazine advertising dealer helps and the like and \$25,000 for overhead and miscellaneous expense.

The Sheet Steel Trade Extension Committee, located in Pittsburgh, employs sixteen people including the secretary, five executives or department heads and eleven clerks and occupies approximately 2,500 square feet of floor space. The committee was organized in 1924 and at that time consisted of the secretary and one clerk. As the work of the organization expanded and new activities were entered into, additional help has been employed sufficient to handle the additional work.

As in other associations which

# World Series or sand lot, you must put men across the plate to win a ball game.

*It takes a good single to turn a two-bagger  
into a run—or a two-base hit to drive a single  
across the pan.*

In playing the game in Indianapolis, one evening paper gives a city circulation of 85,522—but that's only two-thirds—a two base hit at best. By Post-office count (check-up just completed, showing variation of less than 1%) there are 121,945 homes in the city circulation area. To score in this rich market, you must send a second paper to bat—another evening paper that will deliver the single you need. A morning paper might add volume circulation, but duplication is too heavy. Your second paper must be the Times, reaching and selling the other third, with a city circulation of 47,685 (latest A. B. C. figures)—completing your coverage with minimum duplication.

## Indianapolis is a/ Two-Paper Market!

*You can't afford to overlook one-third  
of this rich market. Sell it through*



**The Indianapolis Times**  
*A Scripps—Howard Newspaper*

# What Louis K. Liggett did the Boston Market

**T**HE head of the great Liggett Drug Chain is a Boston man. He knows Boston merchandising conditions.

And when this chain entered the Boston market the *first twenty-two* stores were located in Boston's Key Market—the 12-mile area from the City Hall. Today 49 out of the total of 73 Massachusetts Liggett Stores are located within this same Key Market.

The principle laid down by the Liggett Stores points the way for national advertisers. *Cover the Key Market first*—where you find the greatest number of people with the highest per capita wealth.

### *Here the Globe concentrates*

In Boston's key trading area the Sunday Globe leads all other papers in circulation. And the daily Globe's circulation in the same area exceeds that of the

Sunday Globe. It is the Boston paper that holds circulation in the metropolitan seven days out of every week.

Boston department stores recognize this leadership by giving more advertising in the Globe than in any other paper. On Sunday the Globe carries more department store advertising than the *next three papers combined!*

The Globe has achieved leadership because it appeals to all classes of Boston people, without regard to race, creed or political affiliations. Men like the Globe's impartial discussions of local and national events. Women look to the Globe's Household Department for guidance in daily problems. These are the people who make up Boston's buying group. That is why the Sunday Globe is the backbone of successful advertising efforts aimed at the Boston Market.

*The Liggett  
outstanding  
ads. When  
they first  
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# The Boston Globe

*The Globe sells Boston*

**Audited Net Paid Circulation for 6 months ending March 31, 1927**

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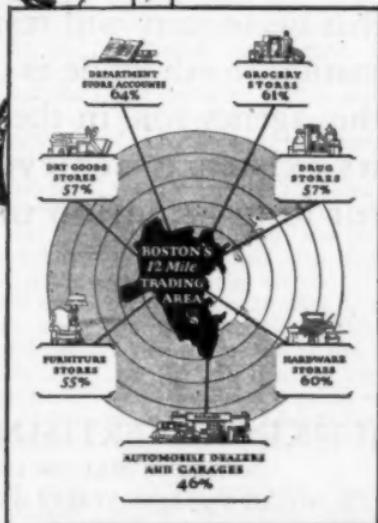
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they first concentrated on  
Boston's 12-mile trading area.

Globe

storying Group

March 31st, 1927—Daily 286,361 . . . Sunday, 333,452



Oct. 13, 1927

Oct.

## For the Attention of An Advertiser of a Food Product

It develops that this advertising agency is just now in a remarkably strong situation to serve an advertiser of some food product possessing or seeking widespread distribution. Such an advertiser, providing he is not a competitor of some present client, may have the facts complete upon request. His primary assurance that his inquiry will result in information worth while is the fact that this agency has, in the 22 years of its existence, achieved a record for long retention of accounts.

McJUNKIN ADVERTISING COMPANY  
DOMINANT IDEA ADVERTISING  
228 NORTH LA SALLE STREET AT WACKER DRIVE  
CHICAGO

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have reported, each clerk is not only trained to do the particular work to which he is assigned but to perform any other duties in any department of the organization. From its own mailing room this association sends out approximately 1,000,000 pieces of advertising and publicity matter each year. The secretary reports that he is able to keep his office force from becoming large and unwieldy by eliminating absence, by taking up slack wherever it may exist and by building up the morale of the office force. Educating the consumer of sheet steel is the largest part of the association's work.

Its income is derived from assessments upon contributing members on a basis of so much per ton of producing capacity. The actual administration cost or overhead is about 15 per cent of its total income. The other 85 per cent of the income is devoted to advertising and other forms of trade promotion.

This association, like the others, does not act as a clearing-house of credit information. It consists of five departments; accounting and office management, building trades extension, advertising, research and development, and sales and promotion. The fundamental purpose of the organization is to strengthen diminishing markets, broaden existing markets and find new markets for sheet steel and sheet steel products. At the present time, the association has in the hands of the printer a directory of sheet steel products giving the names of approximately 5,000 articles fabricated from sheet steel together with the names and addresses of fabricators of such articles. Also in course of preparation is a booklet entitled "Steel Roofing, Its Use and Application" which will be distributed upon request to possible buyers of steel roofing. These are to be followed by a booklet showing the use of sheet steel in the home, with a presentation of such articles as kitchen cabinets, refrigerators, kitchen tables, laundry equipment, bathroom equipment, steel furniture, radiator covers, etc.

The American Gas Association, one of the oldest and best known associations in the country employs at the present time forty people, and occupies 7,200 square feet of space at main headquarters and approximately 8,400 square feet at the American Gas Association Testing Laboratory.

The work of this association, as the gas industry increased, has expanded rapidly. Educating the consumer has a part in this association's plan also, although up to the present time it has been carried on indirectly through company members rather than through the association itself. A complete survey was made last year, designed to obtain the attitude of consumers toward the product of the association with a view to determining the lines along which educational work is still necessary.

The bulk of its income is secured through the dues of gas company members, manufacturing company members and individual members. This association has become an extensive general clearing-house of information. It now consists of six sections; the accounting section, the commercial section, the industrial gas section, the manufacturer's section, the advertising and publicity section and the technical section. Gas service engineers are available to company members on all matters pertaining to rates, standards and the like. A uniform classification of accounts for gas corporations has been worked out and it has also improved and modified the method of operating the commercial office department of its members. Seasonable sales bulletins are issued by the association for the benefit of its members and the association supplies each month an illustrated advertising copy service to more than 200 of its member companies.

Other problems, such as consumer ownership campaigns and training of employees, are being considered. The association publishes bound volumes of annual proceedings, gas service handbooks, issues a motion picture film, illustrated lectures, sales bulletins and many other booklets and pamphlets

Oct. 13, 1927

of interest to its members. Funds are raised by a fee of \$25 plus one-thirtieth of 1 per cent of the annual gross sales of gas during the previous calendar or fiscal year. This association, like the others, does not interest itself in credit information, individual companies having a good check on this.

The Associated Dress Industries of America has thirty employees and occupies a floor consisting of approximately 7,000 square feet. Its work has been highly specialized and as the secretary says, it has been able to keep its activities from becoming unwieldy, by "omitting so-called red tape and by eliminating all frills." Educating the consumer plays a very important part in this association's plan. The retailer is shown that the association is as interested in his welfare as it is in the welfare of its members.

We teach him not to over-stock and not to make any unjustified returns or cancellations of merchandise. We educate him to respect the sanctity of an order. In all our dealings affecting the consumer and our members the association maintains a conciliatory attitude. Letters of commendation are received every day from retailers attesting to the fairness and helpfulness of the association.

The approximate cost of running this association is \$150,000 annually. Revenue is derived exclusively from the payment of dues. In the more than eight years of existence no member was ever assessed extras of any kind.

The secretary reports:

In addition to giving our members credit information on over 30,000 retailers all over the country, our association maintains a very extensive and efficient collection bureau. During the year 1926, a total of over \$1,200,000 was collected for the members through this medium. When it is realized that collection items of delinquent accounts are referred to us as a last resort, the task in collecting such a stupendous sum can be realized. Collections are made by the association where every other medium has failed. The retailers all over the country recognize in the association an instrument for good and as a rule try to maintain our goodwill.

The credit bureau of the association is one of its major bureaus. During August, when the fall orders were being placed, this bureau answered over 33,000 credit inquiries in the one month, 28,000 of which were received

over the telephone. In disseminating credit information it is always done with a thought for the welfare of the customer, everything possible is done to perpetuate him in business and to rehabilitate his business whenever necessary.

The association satisfactorily maintains an express and transportation bureau. Claims for loss, shortage and damage are filed against the transportation companies and claims are settled expeditiously and efficiently. This particular bureau has come in for considerable praise from the members. Those in charge of this work are experts with a practical knowledge of transportation problems.

The work of the arbitration bureau is a distinct feature of the association activities. Controversies between manufacturers and piece goods houses and between manufacturers and retailers are adjusted constantly and a feeling of good-will is manifested on both sides. Litigation is constantly discouraged.

This association has grown from thirty members a little over eight years ago to a present membership of over 700. A resignation is said to be a rarity. It is the object to give to each member far more in service than he pays in dues. There is no extra charge of any kind to the members. All of this service is included in the dues. Of the thirty employees, only twenty-three are actively engaged in the detail work necessary in the proper functioning of the association.

One important part of the work of consumer education accomplished by this association is extremely practical. It concerns bankruptcies and insolvencies. Everything possible is done to keep an honest retailer in business. Advice is given a retailer from the moment he embarks on his venture until he is either successful or unfortunate. If he has reached the point where he needs assistance from his creditors his affairs are thoroughly gone over and expert advice given him as to the manner in which he may extricate himself from his difficulties.

The National Jewelers Publicity Association at Newark, N. J., employs five persons and occupies floor space of 1,200 square feet. By means of national advertising and local tie-up it is engaged in educating the consumer to the place of jewelry in the economic scheme of things, as has been outlined in PRINTERS' INK. The cost of run-

# Folks in Dallas Who Never Owned A Pound of Cotton in Their Lives

Are spending their incomes  
with a new confidence—a  
new enthusiasm—this fall.

The people of the Dallas market are cotton-conscious.

Naturally so, since within a hundred miles of this city one-fifth of all America's cotton is grown.

There is probably not another city in America where business has been as vigorously stimulated by the rise

in the cotton market as it has been in Dallas.

There's a new something or other in the air. You don't have to be a farmer or banker or member of the cotton exchange to feel it.

It's buying enthusiasm, and it comes from the feeling, shared by all, that the months ahead are filled with sound prosperity.

*The combination rate for The Dallas Morning News and The Dallas Journal makes The Journal the logical second choice for national advertisers—for whom The News has always been the first choice.*

---

## The Dallas Morning News The Dallas Journal

Oct. 13, 1927

ning the association is approximately 10 per cent of the subscriptions, exclusive of agency commissions, advertising and other similar expenses. Funds are assessed by the allotment of a quota based on capital rating and volume of business. This varies in individual cases, as in some instances the association secures a larger proportion in subscriptions. In 1925 a fund in subscriptions was raised totaling \$800,000 to be expended over a period of four years. Plans are under way for a new drive next year to increase this fund to \$500,000 a year. The office of this association does not act as a clearing-house for credit information.

The National Confectioners Association raises its funds on a voluntary basis with the suggestion made by the association that contributions be considered on a basis of one-fifth of 1 per cent of gross sales per year.

The National Lumber Manufacturers Association with headquarters at Washington employs twenty-six people, eleven of whom are staff members. It occupies approximately 3,000 feet of floor space. As the assistant secretary points out: "By keeping our attention directed specifically to the conduct of major activities assumed by our board of directors, we have been able to keep our force from becoming large and unwieldy. We are just launching a trade extension program within the industry on behalf of all lumber which will undoubtedly mean an enlargement of personnel."

#### WHAT THE SILK ASSOCIATION DOES

The Silk Association of America employs forty people and occupies floor space of approximately 8,000 square feet. This association enters into a large variety of activities including the work of consumer education, the preparation of standard instructions for washing silk, the publication of informative leaflets for both retailer and consumer and educational institutions, and a large variety of other functions comparable to those of the Associated Dress Industries of

America. The expenses of this association are met by annual dues from the members, and the approximate cost of running the entire job last year was \$150,000.

The Common Brick Manufacturers Association, with headquarters in Cleveland has nine employees at its home office. It also employs a consulting architect located in Philadelphia, and maintains a research scientist at the United States Bureau of Standards. It maintains also an expert who is in charge of installing account and cost finding systems in the plants of its members and one field representative who works among the members and also solicits new memberships. In addition to this the secretary of the association pays for a considerable amount of consulting service from engineers and architects. This association occupies approximately 1,800 square feet of floor space. One of its important objects is the plan of educating the consumer in the use of brick, which is accomplished through national advertising and by direct mail.

The annual budget for this association is approximately \$200,000 and the funds are raised by an assessment of six cents a thousand bricks sold by its members. From this budget, in addition to national advertising and the other work mentioned above, the association maintains continual research work on the physical qualities of brick, runs an architectural plan service for small brick homes, handles the publication of literature for use of members as well as for national distribution, prepares local advertising copy for members, provides an engineering service for members and consumers, participates in the apprenticeship training of bricklayers, prepares and installs uniform cost account systems both for the membership and the brick manufacturer in general. This association gives a picture of one which is engaged in a large number of activities including national advertising to educate the consumer. It is doing its job with a small force of only twelve people.

FROM  
WEEKLY  
July 16.

## INTERNAL REVENUES

### Receipts by States for the Fiscal Year

Final figures for internal revenue collections in the fiscal year ended June 30 were given out at Washington last week. Receipts from all sources—\$2,865,615,500—were \$29,695,613 more than the year before, due to the large increase in income tax payments. Miscellaneous taxes were down \$216,031,353.

The details by states:

Districts and States	Internal Tax	Misc. Taxes
Alabama	\$1,400,016.62	\$524,787.26
Arizona	1,673,204.69	63,874.11
Arkansas	5,053,554.40	204,489.87
California	112,276,054.78	27,241,001.22
Colorado	12,656,099.11	817,876.24
Connecticut	33,799,750.07	2,296,443.25
Delaware	14,249,204.86	1,056,401.87
Florida	35,590,885.43	8,931,744.16
Georgia	13,698,768.76	5,833,53.53
Hawaii	1,143,509.47	87,486.50
Idaho	428,426.77	49,349.25
Illinois	19,553,564.33	22,430,998.79
Indiana	10,200,204.64	7,708,988.93
Iowa	1,724,972.31	940,718.72
Kansas	312.53	587,041.99
Kentucky	145.37	11,422,423.44
Louisiana	12.14	2,082,576.99
Maine		1,901,970.14
Maryland		5,066,954.66
Massachusetts		9,479,874.17
Michigan		1,354,819.32
Minnesota		22,414.11
Mississippi		35,177.94
Missouri		92,455.02
Montana		56,478.18
Nebraska		368,419.94
Nevada		82,855.09
New Hampshire		496,488.95
Fifit New Jersey		103,450.98
Fifth New Jersey		581,721.39
New Mexico		21,854.48
First New York		675,014.03
Second New		36,617,621.03
Third New		32,534,099.00
Fourteenth		6,289,697.16
Twenty-first		1,581,864.53
Twenty-eighth		1,301,80.54
North Carolina		36,443,511.77
North Dakota		58,343.32
Ohio	117,639,372.80	29,789,424.34
Oklahoma	23,261.56	362,886.58
Oregon	6,197,739.78	514,006.98
Pennsylvania	22,909,46.68	35,854,216.29
Rhode Island	1,029,648.59	803,239.08
South Carolina	3,826,735.27	249,625.99
South Dakota	7,7,272.65	85,635.77
Tennessee	13,23,171.21	4,088,712.49
Texas	42,960,555.19	1,998,775.51
Utah	3,768,779.42	154,322.28
Vermont	2,656,126.41	164,331.23
Virginia	20,71,108	58,381,614.77
	13,34	694,556.00

ONE-THIRD of the Ohio counties that dumped this load of gold into the United States Treasury . . . the 29 Ohio counties that would fit into this shape marked off on any map of Ohio . . . the 29 Ohio counties that we like to call the Great Central Ohio Market — THE COLUMBUS MARKET, are influenced more by the editorial and advertising columns of the Columbus Dispatch than they are by any other publication on earth.

**Columbus Dispatch**

Total Net Paid 117,077

— A gain of 3,399 since the 3 months period ending March 31, 1927

Represented Nationally by O'MARA & ORMSBEE, Inc.

New York

Chicago

Detroit

San Francisco

# IT MUST BATTLE ITS WAY THROUGH EVERY LIST

*A \$15,000 page rate has no obliging friends*

*The American Weekly*, like the "bold knight of old," must battle its way through every list.

It secures no contracts through "fair-haired" influence or kindly favor.

\$15,000 a page puts it out of the "Let's-help-Old-Bill's-boy" and "We-might-as-well-throw-a-little-business-to-Charlie" class.

The third assistant space buyer and the sales-manager's stenographer can't influence its selection.

It's a *think-before-you-look* rate, a *stop-look-and-listen* rate—a rate that provokes verification and invokes comparisons.

Every order must submit to an inquisition of facts and figures; every

contract first runs a gamut of quizzes and questions. Price and magnitude practically confine its service to the bigger units of industry—to corporations and concerns whose scale of operation and spread of distribution compel *market saturation* and require broad-visioned experts in apportioning their appropriations.

*That's how we get our business: we sell on production records; not on golf links, frat pins and obsolete tradition.*

We sell five million circulation—we sell the fourteen *pivotal* markets and seven hundred *best* towns—we sell a transcontinental *steam roller* that *crushes* a market resistance against which no other medium has ever *lastingly* prevailed.

# THE AMERICAN WEEKLY

*Greatest Circulation in the World*

A. J. KOBLER, Pres.

*Read by 5,000,000 families every week*

9 East 40th Street, New York City

616 WRIGLEY BLDG.  
CHICAGO

222 MONADNOCK BLDG.  
SAN FRANCISCO

5 WINTHROP SQUARE  
BOSTON

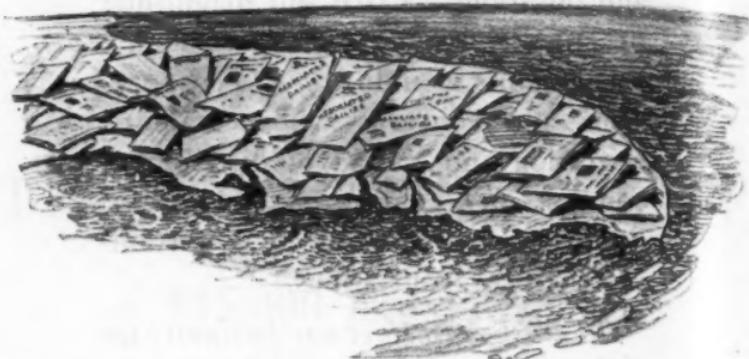
11-250 GENERAL MOTORS BLDG.  
DETROIT

753 BONNIE BRAE  
LOS ANGELES

1138 HANNA BLDG.  
CLEVELAND

Oct. 13, 1927

# The ASSOCIATED DAILIES Cover Florida



**T**HE Associated Dailies of Florida is an association of the leading daily newspapers in the important centers of this state.

These newspapers, which are the recognized leaders of public opinion in their respective trade areas, have a combined circulation of approximately 250,000.

The circulation of these newspapers, moreover, is greatest at the points where

resident and tourist population is most concentrated.

The Associated Dailies cover Florida—and they cover it economically. For their rates are comparatively low.

You can use any or all of the newspapers belonging to this association. There is no combination rate. For further details consult Standard Rate and Data Service or address the publications listed below:

## The ASSOCIATED DAILIES of Florida



*DeLand Daily News  
Fort Myers Press  
Jacksonville Tropical News  
Jacksonville Journal  
Lakeland Star-Telegram  
Miami Herald  
New Smyrna News  
Orlando Sentinel  
Palm Beach News*

*Palm Beach Post  
Pensacola News-Journal  
Plant City Courier  
St. Augustine Record  
St. Petersburg Independent  
St. Petersburg Times  
Sanford Times  
Tampa Times  
Tampa Tribune*

# The Advertising Man—A Human Interrogation Point

Sensible Questions Put Up to the Proper People Will Provide the Fact Material That Makes Advertising More Profitable

By S. Roland Hall

**A**DVERTISING men may profess a really keen interest in the "Ask-Me-Another" fad but the truth of the matter is that they were always good question-askers, if they got very far in their plans and campaigns.

Some fifteen years ago, when all of my time was given to the teaching of advertising, I used to tell ambitious young men and young women that the true advertising man was a combination of the business detective with the business-news reporter. I explained that he had to scout around, looking for all the essential facts, digging into the experiences of the business under study, and then finally had the job of deciding what part of the accumulated material was suitable for a sales plan and an appeal to the consuming public.

A good newspaper reporter does not ordinarily write all that he knows about a topic or item that he is covering. Nor does the advertising man present to his consuming public all that he knows about the baked beans or the electric refrigerator that he is exploiting. He knows that a good deal of the data isn't worth the high-price space required for publication.

I wonder if I will be accused of being an alarmist if I express right here the view that, even with all our advance in advertising, a good part of our present-day copy is in the nature of essays and reviews that simply clog the real message.

I mean by this to say that most advertisers have not learned the art of simmering down information to the few facts that the public will read and recall. It seems that writers of advertising usually get all "het up" with enthusiasm about a new service or product to

be advertised. The men that they are serving are also bubbling over with enthusiasm and confidence. They get the notion that all the world should share this interest.

Look over a few well filled periodicals or newspapers, study the upper half of a few score of advertisements and see if most of the introductory matter could not be eliminated or greatly reduced.

But, to get back to this business of being a good question-asker: I don't hold that this alone makes a good advertiser or merchandiser. One may bristle with questions and get enough information for the writing of a small encyclopaedia about a given business and yet, after all, be unable to weave out of these facts any message that will win success for the product.

We must know how to use the material after it is secured.

## DIGGING WITH QUESTIONS

But to find the material is no easy job at times. The sound selling plan may be concealed out somewhere in the active sales field. The real consumer message is often well buried in the factory or in the business office of the advertiser. You may have to go out—armed with a quiver of good questions—among the users of the food or the machine or among the dealers.

I have had nearly fourteen years of contact with the Portland cement business, but when I questioned some 500 dealers not long ago I gathered some interesting facts that were real news to me.

The owners of "Three-in-One" oil should, it seems, have known early in the game just what their product is used for. Yet when they started out with question-asking, they found so many uses for the product that they made up a

"dictionary of oil uses." I have heard that their present advertising about the value of carrying a "Three-in-One" can in the fishing kit is the result of a question campaign. The company reflected that if a great many fishermen carried the can in their kits without any advertising help, the oil could be put into many more thousands of kits by the simple device of making the direct suggestion.

One of the largest advertising agencies some years ago had several thousand home managers questioned about their use and their impressions of a certain soap. A few people confessed that they bought the soap to use on the family dog. But these were in the minority. People gave their experiences and impressions frankly. They constituted the "court of last resort." What the advertiser and his agency thought about the soap did not matter so much as what the real buyers and users thought. And a new campaign was based on the data.

What do most people look for, first of all, when they purchase an automobile? What point comes next in order? Do you know or would you guess if you were about to advertise an automobile? Or would you content yourself with asking a few friends, the people around the office, including the janitor and the elevator man?

Of course the questions are not simple ones, there being a wide variation among the classes of purchasers and in the types of automobiles. The farmer may not have the same answers as the millionaire factory-owner, and women's answers are likely to show a variation that we may call "sex appeal."

But an automobile association found it worth while to ask some 10,000 people these questions, and the information was analyzed and presented in tabulated form, so that it gave real light. And then it appeared that many advertisers were giving emphasis, or first place, to the appeal that wasn't by any means the strongest.

Not so very long ago the owner of a business in an Eastern city made a special journey to see an

advertising agency man. He was seeking advice on the eternal problem of how to make his advertising dollar bring a better return.

This business man was of a very methodical and analytical turn. As he outlined his preliminary planning, his procedure and his results, the advertising agency man reflected: "Here is a man who does things most thoroughly." He began to wonder whether he could be of any assistance to one who was apparently so keen in his perception.

But the agency man fell back on his habit of asking pointed questions.

"Just what sort of offer did you make these inquirers?"

"What was your ratio of sales from the different mediums you used?"

"How often did you follow up the apparently good inquiries?"

At this last question, the business man laughed in a slightly embarrassed way. "I thought," said he, "that you would probably ask that, and I have to admit that we fell down on our follow-up. We just sent one letter, the catalog and the special offer to these people. I am sure you are going to say that this was bad judgment, and I really now think so myself. We might have improved our sales percentage materially had we made two or three appeals to our inquirers."

Sometimes the vital question is answered, so far as advertising appeal is concerned, by witnessing a good demonstration or listening to the talk of a good salesman.

Again, it may be impossible to learn what the competitive condition or the dealer attitude is except by a quiet scouting trip and casual questioning.

The man who knows most about the farmer's attitude toward a fire-proof and fairly expensive roof is the farmer himself, though country-town dealers and contractors can tell you a good deal.

Some years ago, the National Lead Company had a discussion about the habits of the farmer with respect to painting. Of opinions there were a plenty. The real facts were gathered only after

## A Few Important Facts About FOREST AND STREAM

### CIRCULATION

Substantial, steady increases—over a long period—have placed FOREST AND STREAM in a strong position; this is true whether comparison is made with our own circulation in past years or with the outdoor field as a whole.

### BONUS FOR ADVERTISERS

Rates are based on a net paid guarantee of 70,000. Actual circulation is running 20,000, or more, monthly average, *in excess* of the guarantee.

### ADVERTISING RATES

The 1924 rate of \$1.00 per line (now the lowest rate in our field) still in effect. A continued gain in circulation will, eventually, force an advance in rates.

### PROTECTION

Advertisers and agencies, desiring to "play safe" may place orders now, at the 1924 rate of \$1.00 per line, for space to be used in 1928.

### NOVEMBER ISSUE

There is every indication that this number will have the largest circulation in the history of FOREST AND STREAM.

### DECEMBER ISSUE

A strong pulling number for "Christmas Gift" advertising. In hands of readers November 17th to 20th; one month ahead of the holidays. In order to insure a good position, copy for this issue should reach us by October 25th.

*Write or Telephone for Full Information.*

# FOREST AND STREAM

221 West 57th Street, New York, N. Y.

someone went out on a questioning tour among the people who knew.

The smartest office folk can tell you little about how a good workman values a fine saw, a wrench or some other tool. Ask the user. He knows.

It is very easy for one accustomed to advertising to the layman group to go wrong in his appeals to a professional group, such, for example, as the architects. Let him, however, ask a few architects what they think of "admonitions" that urge them to specify this and that, and the answers to this question will quickly set him aright.

George W. Hopkins says that when a campaign was planned for a new dish-washing powder, most people concerned in the enterprise thought that the speed with which the powder did its work was the leading point. When hundreds of women were questioned, it was learned that the fact that the powder was "kind to the hands" of users was more important.

Intelligent questioning will do as much for the advertising man as it will do for the lawyer, but let not Mr. Advertising Man take a few answers as being truly indicative of merchandising situations. With such groups as consumers and dealers, he must always go far enough in his quizzing to be sure of a fair average.

### John M. Branham Appoints A. J. Putman

A. J. Putman has been appointed to take charge of the Nashville, Tenn., office of the John M. Branham Company, publishers' representative, which he will represent in Tennessee, Arkansas, Louisiana and Texas. He formerly was with the national advertising department of the Dallas, Tex., *News*.

### Philadelphia Agency Advances M. D. Meyers

Martin D. Meyers has been made production manager of the John Clark Sims Company, Philadelphia advertising agency. He was formerly assistant production manager.

### C. M. Sommers with Reuter Agency

C. M. Sommers has joined the Reuter Advertising Agency, New York. He was recently advertising manager of the E. A. White Organization, New York.

### Mr. Eastman Checks Mr. Bradbury on a Little Difference

EASTMAN KODAK COMPANY  
ROCHESTER, N. Y.

#### *Editor of PRINTERS' INK:*

Mr. Eastman was very much interested in reading the article, "I Agree with George Eastman," which appeared in the September 22 issue of *PRINTERS' INK*.

Mr. Bradbury brings up several interesting points in connection with the proposed change in the calendar. You may be interested to know, however, that his statement, that the difference between the true year and the civil year has accumulated so that the seasons do not occur at the proper time on the calendar, is not correct.

There is a difference between the length of the civil year and the true solar year, but this difference is taken care of by the present rule for leap year so that, for all practical purposes, the two years are the same at any one time.

M. B. FOLSON,  
*Assistant to the Chairman.*

### Arthur Duncombe Starts Own Business at San Francisco

Arthur Duncombe has started his own advertising business at San Francisco under the name of Duncombe, Inc. The White Company, San Francisco, of which Mr. Duncombe formerly was advertising manager, has appointed Duncombe, Inc., to direct its advertising.

### Noblesville "Ledger" Appoints Scheerer, Inc.

The Noblesville, Ind., *Ledger*, has appointed Scheerer, Inc., publishers' representative, as its national advertising representative. The *Ledger* is now a member of The Indiana League of Home Dailies.

### C. A. Brinkman Joins Manning Studios

Carl A. Brinkman has joined the Manning Studios, Inc., Cleveland, as a layout and contact man. He was formerly with Fuller & Smith, Inc., and The John S. King Company, both of Cleveland.

### New York Blue Print Paper Company Changes Name

The New York Blue Print Paper Company, New York, manufacturer of engineers' and architects' supplies, etc., has changed its name to the Charles Bruning Company, Inc.

### Appoints Welsh & Johnson, Inc.

The Young Engine Corporation, Canton, Ohio, manufacturer of well drilling engines, has appointed Welsh & Johnson, Inc., Akron, Ohio, advertising, to direct its advertising account. Business papers and direct mail will be used.

## Summary of Total Advertising Appearing in the Two Omaha Newspapers During the First Nine Months of 1927

Each starred classification below indicates The World-Herald published more than the second paper.

(Compiled by the Haynes Advertising Company. Figures in Lines.)

	World-Herald	Bee-News
*Motor Cars . . . . .	468,293	330,645
*Trucks and Tractors . . . . .	23,534	22,043
*Accessories . . . . .	34,069	25,277
*Tires . . . . .	74,788	37,051
*Amusements . . . . .	315,770	275,226
*Apparel—Men's . . . . .	395,045	111,825
*Apparel—Women's . . . . .	670,593	306,509
Books and Publications . . . . .	34,069	44,954
*Building Material . . . . .	55,272	40,117
*Building Material (Affiliated Enterprises) . . . . .	None	34,930
*Coal . . . . .	20,118	9,373
†Coal (Affiliated Enterprises) . . . . .	None	11,984
*Department Stores . . . . .	1,349,250	920,101
*Electrical Supplies . . . . .	76,041	53,438
*Farm Accessories . . . . .	13,825	6,678
*Financial and Financial Publications . . . . .	106,946	70,021
*Food . . . . .	795,361	419,412
*Furniture . . . . .	698,278	335,230
*Hardware . . . . .	72,996	35,140
*Household Appliances . . . . .	151,543	26,936
Insurance . . . . .	27,979	28,574
*Jewelry . . . . .	64,260	24,437
*Millinery . . . . .	54,712	13,986
*Musical . . . . .	134,267	117,376
*Office Supplies . . . . .	31,731	17,402
*Public Utilities . . . . .	97,279	91,077
*Radio . . . . .	135,128	59,220
*Railroads and Steamships . . . . .	142,254	131,369
*Resorts, Hotels and Playgrounds . . . . .	79,471	26,929
*Schools and Colleges . . . . .	17,444	13,846
*Shoes . . . . .	139,902	39,207
*Tobacco . . . . .	255,010	181,489
*Toilet Goods . . . . .	160,587	87,927
Miscellaneous . . . . .	428,001	475,804
†Miscellaneous (Affiliated Enterprises) . . . . .	None	79,023
*Want Ads . . . . .	1,738,324	581,140
*Total (not including Medical) . . . . .	8,862,140	5,085,696
Medical (not acceptable to World-Herald) . . . . .	None	344,757
Total . . . . .	8,862,140	5,430,453
Total Affiliated Advertising Included in Above Statement) . . . . .	None	125,937

†"Affiliated Enterprises" denotes ownership by the publisher of paper carrying the advertising.

### The Omaha World-Herald

O'Mara & Ormsbee, Inc., National Representatives

New York

Chicago

Detroit

San Francisco

Oct. 13, 1927

# The Unfettered Voice of



## THE MAGAZINE OF BUSINESS

Edited by  
A. W. SHAW



### In October

Page 1 of the  
Shaw Airplane Log

FUEL, hangar and maintenance costs, landing-field facilities and their accessibility to business centers, time-saving effected, influence of weather conditions - all these are being carefully recorded in the operation of the Shaw Publications' test ship that Business may find the answer to its question, "Can the airplane be adapted to our business?" You will find Page 1 of this Log in THE MAGAZINE OF BUSINESS for October.

"To Merge or  
Not to Merge"

WHEN is a merger justified? Can sales volume be bought rather than built? Does the merger offer a practical solution to rapidly rising sales and distribution costs? Two presidents of companies who have faced and answered this problem explain their decisions in THE MAGAZINE OF BUSINESS for October. Both answers are based on thorough analyses of all pertinent factors; yet these two companies made opposite decisions. You will want to read both sides of this question in THE MAGAZINE OF BUSINESS for October, now on newsstands.

# *Topic of American Business*

WITH the increasing complexity of American business comes the ever-increasing demand for clear thinking, founded on unbiased, undistorted facts.

And the bias of class interest, of group against group, of section against section — all these tend to warp the interpretation of significant facts and developments as they are given to the business men of the nation.

Standing alone in its service to American business is THE MAGAZINE OF BUSINESS. It knows no subservience to any interest — to any group of interests — save one, the interests of American business men as a whole.

Moreover its direction is taken, not from any one individual or from any special group. Rather it touches and interprets all business. For these 21,000 men of The Council on The Trend of Business — leaders in all lines of Industry, Commerce and Finance in every section of the country — are the personal representatives of all business. And in THE MAGAZINE OF BUSINESS the business men of the country find unfettered voice.

It is this freedom from restraining influence — this ability to interpret business to business, as business really is, that has brought the greatest subscriber audience. No other magazine with "service to business readers" as its sole appeal ever approached the 210,000 net paid circulation of THE MAGAZINE OF BUSINESS.

A. W. SHAW COMPANY

New York

CHICAGO

London

Oct. 13, 1927



HERE are two classes of Americans who travel; (1) those who travel occasionally, and (2) those who travel extensively year after year. The first group is widely scattered and difficult to reach through any advertising medium except magazines of the largest national circulation. The second can be reached only through an ultra-class magazine like **TOWN & COUNTRY**, which is read by people of wealth, social position and exacting taste. It is an evidence of this ultra-class that **TOWN & COUNTRY** has been the predominant publication in this field of travel advertising for over 70 years and has published by yearly average more cash travel advertising—namely the advertising of railroads, steamships, and fine hotels—than any other magazine in its field. The advertiser who recognizes that money and leisure are largely essential to travel shapes his advertising expenditures accordingly.

**Town & Country**  
119 West 40th Street, New York

# How Much Road Experience Does a Sales Manager Need?

Unless He Knows at Least as Much as the Salesmen He Will Always Be Merely a "Desk" Sales Manager

By A. E. Wilder

Vice-President and Sales Manager, Sealy Mattress Co., Pacific Coast Division

[EDITORIAL NOTE: Mr. Wilder wrote this article in reply to the following letter from PRINTERS' INK:]

"A young man, thirty years old, has just been appointed assistant sales manager of a national organization selling to dealers. He has been with that company for several years and has worked up from a position as office clerk, with ambitions to become, eventually, sales manager. He is acquainted with the theoretical side of sales management through books and business magazines. Now he feels that to gain the confidence of his sales force as an assistant or sales manager he should get away from the office and spend at least two years on the road.

"He has been handling his present detail work satisfactorily, but he feels that his company's salesmen will think him one of those 'desk' sales managers who know nothing of the conditions a salesman is up against; and that his future as a sales executive will not be successful without road experience.

"Just what should a man in his position do? Do you think it advisable that he insist upon his firm giving him a territory for a few years? Should he go out on the road and work with his salesmen or wait until he becomes a sales manager? Perhaps you think it is not necessary for a sales manager to have actual road experience."

SOME time ago a sales manager said in PRINTERS' INK: "I don't sales-manage, I sell."

I think he hit the nail right square on the head—so far as the function of the average sales manager is concerned. Unless a sales manager helps to sell, I don't know what else he can do. Writing letters and bulletins, charting, analyzing, coaching, all these have their place in sales management; but unless a sales manager knows, not more, but at least as much as the salesman does about the territory, the term "desk" sales manager will apply, whether he has had previous sales experience or not.

Conditions change. Habits change. Markets change. No matter how much of a sales experience background, a sales manager may have had, it will never equal the value of experiences obtained

day by day—to be used in the problems that come up, day by day.

By all means, let this assistant sales manager acquire road experience and keep on acquiring it as long as he has to assist (or will have to do all) in guiding the sales force.

If I were he, I would not ask for a territory to begin with. I would urge that for at least six months I be allowed to go out with different men and watch them work. This young man must have displayed unusual ability to be thus promoted from a clerk. It means he has energy, enthusiasm, loyalty and, above all, resourcefulness, imagination and initiative. Armed with these attributes, he can stand and watch men work and every action will register on his mind. He will be able to detect the good points in selling and become critical of the bad. Working with different men, in various situations, he will acquire a variety of experiences and viewpoints. At the end of six months he will have formed definite ideas of the requirements needed for successful salesmen and will avoid the pitfalls that lack of experience will put in his way.

If possible, after this splendid apprenticeship, I would request a territory and be allowed to canvass for six months to put into actual practice the experience thus gained.

This will polish up the loose ends and straighten out the wrinkles that lack of confidence in facing the music may cause.

It is true that not every salesman can successfully be a sales manager. But this is not because they were salesmen, but in spite of it. All through the years on the road a salesman always has only an immediate single problem—the making of a sale; the meet-

ing of only two minds, buyer and seller. He does not have to visualize an entire field—and grapple with it. He does not have to guide anyone but himself—school and train but himself. He does not have to bother with a lot of details. Even the making of a daily report is often a terrible burden because it entails details. His very soul revolts against it.

Sales managers have to dispose of certain details whether they do the work themselves or have it done by assistants. The responsibility is theirs. They cannot dodge it. Often salesmen start in business life as such with no background of office work—and all the attendant intricacies of office routine and a sales manager's job is, under most favorable conditions, part office desk work. Perhaps some sales managers, who were former salesmen, fail because their sympathies are too much with the boys; like an indulgent father who spoils his son by being too good to him—wants to save him the experiences and hardships he had to endure as a boy, forgetting that it was, perhaps, those very hardships that gave him the mettle, the hardihood to succeed.

Perhaps I am dead wrong, but I cannot conceive of a sales manager getting the maximum results if, with all other qualifications, he has not had some personal sales experience.

#### Appointed by Pneumatic Scale Corporation

The Pneumatic Scale Corporation Ltd., Norfolk Downs, Mass., machinery manufacturer, has appointed the Smith Endicott Company, Boston advertising agency, to direct the advertising of a new production machinery division. The advertising of the Pneumatic company's standard packaging machines will continue to be handled by Edmund S. Whitten, Inc., advertising agency, also of Boston.

#### To Direct Sales of National Steel Fabric Company

Robert L. Glose, formerly sales agent of the National Steel Fabric Company, Pittsburgh, has been made sales manager. Charles C. Mercer, who has been sales counsel, is now advertising manager.

#### Phonograph and Radio Manufacturers Consolidate

The Sonora Phonograph Company, the Bidhamson Company and the Premier Laboratories, all of New York, manufacturers of phonograph and radio equipment, have been organized into one corporation known as the Acoustic Products Company, New York. The corporation will develop, manufacture and sell electrical music reproducing, recording and amplifying apparatus as applied to the radio, phonograph and similar fields.

P. L. Deutsch, formerly vice-president of the Brunswick-Balke-Collender Company, Chicago, has been elected president of the Acoustic Products Company. He also becomes president of the Sonora Phonograph Company, which will retain its identity as a separate corporate structure. Harris Hammond is chairman of the board of the new company.

#### Ralph B. Dibble Company, New Advertising Business

The Ralph B. Dibble Company is the name of an advertising business which has been formed at Boston by Ralph Brigham Dibble and Robert Smith Dibble. Ralph B. Dibble has been advertising manager of the E. T. Slattery Company and assistant advertising manager of the Gilchrist Company, both of Boston. He was, at one time, with the New York *Herald Tribune*.

#### L. H. Brush Heads Ohio Newspaper List

Lewis H. Brush was elected president of the Ohio Select List of Daily Newspapers at its annual meeting held recently at Columbus. Harry E. Taylor, of Portsmouth, was elected vice-president and C. H. Spencer, Newark, secretary-treasurer.

Directors elected were: W. O. Littick, A. C. Hudnut, Paul Siddall and Frank McCracken.

#### C. V. Henning with Milwaukee Photographers

Carl V. Henning has joined the Milwaukee Commercial Photographers, Milwaukee, as vice-president.

#### Appoints Thomas F. Clark

The Griffin, Ga., *News* has appointed the Thomas F. Clark Company, publishers' representative, as its national advertising representative.

#### Joins Diamond Press

Raymond Henri, recently with the Continental Advertising Company, New York, has been added to the staff of The Diamond Press, also of that city.

Up to  
449,369

circulation average, 6 months  
through Sept., for the N.Y.

DAILY MIRROR

a gain of 37,561  
over previous state-  
ment; 77,904 over  
corresponding period  
a year ago; and  
200,225 over  
2 years ago.

## Bureau of Standards Broadens Its Service

*Washington Bureau  
of PRINTERS' INK*

THE recently announced change in the administrative organization of the Bureau of Standards promises to broaden the scope of the Bureau's service to industry. Under the new arrangement, Ray M. Hudson, chief of the Division of Simplified Practice, becomes assistant director in charge of commercial standards, and Dr. L. J. Briggs is appointed assistant director in charge of research and testing.

According to the Bureau's announcement, the group of activities administered by Mr. Hudson will include the supervision, direction, formulation and co-ordination of commercial standards, with particular reference to the needs of industry. This takes in the activities of the Division of Simplified Practice, Division of Commercial Standards, and that part of the work of the Division of Building and Housing which relates to codes and standards. In addition, the group will include the correlation of the work of the Federal Specifications Board with commercial practice, and liaison duties with other branches of the Department of Commerce and with other departments regarding questions relating to commercial standards.

In explaining this, last week, Mr. Hudson said that all of the activities of his office would be under the main heading of elimination of waste, but that the work would be considerably broadened. "Not only will we continue to assist trades and groups in the elimination of sizes and superfluous varieties," he said, "but we will also help them to establish standard specifications defining grades and qualities. Further than this, we shall also encourage to the best of our ability the adoption of standard methods of testing various materials and products in order to prove whether they conform to standard specifications."

One aspect of the service, men-

tioned by Mr. Hudson, is the convenience and saving offered to those smaller manufacturers who do not operate their own testing laboratories. Because they do not have the facilities for testing and experimenting, many of these manufacturers are not in a position to draw up their own specifications; but under the new and enlarged service they can secure standard specifications with which to order practically any commodity.

Mr. Hudson was careful to point out that the approval and adoption of specifications by the Bureau is not according to any arbitrary rule or standard, but is, in every case, the result of scientific analysis and an inquiry regarding the extent of usage. "Any standard specification," he said, "must be found to be not only scientifically sound, but also acceptable to the majority of manufacturers concerned, and readily salable. In other words, standard specifications are industry's own specifications. As in simplified practice, the industries themselves must decide and agree on the standards adopted by the Bureau of Standards."

"The necessity and opportunity for broadening the simplification service to include the adoption of standard specifications, was emphasized to the Bureau by the work of compiling the National Directory for Commodity Specifications. In this work, it was found that there are more than 27,000 specifications for only 5,000 different commodities in common use. This fact, with the many requests from trade associations and commercial concerns, resulted in the effort to bring about a closer correlation between Governmental and commercial standards."

## E. C. Conover with The Sherman Corporation

E. C. Conover has been appointed director of the recently organized division of market analysis—new products development of The Sherman Corporation, New York, engineers. He was formerly with the Wm. H. Rankin Company and George Batten Company. H. Lucey, who has also been added to the new department, was formerly with the Campbell-Ewald Company and Ruthrauff & Ryan, Inc.

**SHOW us a successful advertising agency not represented in The Architectural Forum and, nine times out of ten, we will show you one not placing accounts in this field.**

**151 agencies are too many to list on this page but the names are published in each issue of Standard Rate and Data Service for the guidance of anyone interested in the collective opinion of agencies on the architectural field.**

Oct. 13, 1927

Oct. 13, 1927

# Present Unquesne .... illustrate with

The furniture industry  
relies steadfastly upon  
the aid of photographic  
presentation of its pro-  
ducts to prospective  
buyers.



Nurserymen realize the  
value of seed and plant  
ers to see what "it looks  
—and are using more ph-  
graphs every year.



*A new wrinkle in design  
—or a new accessory—  
can be presented to the  
prospect most effectively  
with photographs.*

# Convinced Evidence— with Photographs!



BUYERS do not question photographic evidence of merit. They *believe* what the camera tells them because they know that nothing tells the truth so well. Where words fail, you can rely on Photographs—whether you're selling pianos, motor cars, interior-decorating or horticultural nursery products. Prospective buyers absorb *quickly* and with a *minimum* of mental effort, the convincing story of Photographs.

# PHOTOGRAPHS *Tell the Story*

Oct. 13, 1927



# Glacier Bond

## Getting Action

with sales letters, circulars, form letters, statements, requires a paper that inspires response and respect at the same time.

GLACIER BOND is made in pure white and eight compelling colors to attract favorable attention. It is loft-dried and of firm, raggy texture to command respect. The price is surprisingly low for a paper that combines these action-getting qualities. In the pressroom, too, GLACIER BOND is a favorite because of its strict uniformity and splendid results in printing and lithography.

Specify Glacier Bond to get action!

*"Note the Tear and Wear as well as the Test"*

# NEENAH PAPER COMPANY

*Neenah, Wisconsin*

Makers of  
SUCCESS BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

Check the Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



# 1927 Of Course We Want More Business—

But We Doubt That Keeping Stores Open Longer Hours Is the Way to Increase Sales

By Chas. H. Paull

Personnel Director, The Rike-Kumler Company, Dayton, Ohio

THE article in the September 29 issue of PRINTERS' INK entitled: "Do They Want More Business?" prompts us to express the fervent wish that the answer were as simple as the writer seems to think it is.\*

It so happens that over a period covering several years our store has made studies from time to time, as to the hours during which the public desires service from us. These studies have indicated that a large percentage of the buying is done during a limited number of hours. At present, we are making a series of studies by departments to learn where the valleys and peaks of business come. Almost without exception, we find that a very small proportion of the day's business is done in the first two hours of the morning. In some departments there is no marked acceleration in buying before twelve o'clock.

There is no more dangerous and pernicious form of reasoning than that of analogy. There is no basic relation between a sixteen hour day or any other sort of day in industry and the same period of time in retail merchandising. In industry, the flow of work is immediately within the management's control; in retail merchandising this is not the case. Where industries maintain night or evening shifts, the work is confined to men. To indicate that 76 per cent of the potential selling time is at present going to waste is hardly to the point. Even the most optimistic merchandising executive would not look upon the whole

twenty-four hours of the day as potential selling time.

Before we talk too seriously in an academic way of increasing the selling day, we should open our eyes to the social changes which are going on around us. It is fatuous to suppose that any type of merchandising will win people away from the social lure of the automobile. Just as people will spend a portion of their income for automobiles, so they will spend an important part of their leisure in riding in their automobiles. Aside from the question of the social desirability or undesirability of the present forms of amusement and recreation, the truth remains that a large proportion of the shopping public is committed to these interests during their leisure time.

To be sure, our store or any other store would have some customers between the hours of 5.30 and 8.30 in the evening if we kept open. We are convinced, however, that for the reasons previously indicated, the law of diminishing returns would operate to a disastrous degree.

There would be two factors to be considered in regard to the flow of business: (1) its relative lightness as compared with the rest of the day, and (2) the increased tendency toward irregularity as compared with business during the day. From the standpoint of the personnel there is a point below which it is impossible to reduce the selling force. Furthermore it is impossible to reduce the force at all in such positions as floormen, routine maintenance help and the like. Nor can the work of such men be staggered satisfactorily. Then, also, there are many charges which are fixed during the hours when the building is open for the public.

\*In that article the writer advanced the belief that retail stores ought to lengthen the number of hours they are open each day. He asserted that this would increase business without adding materially to the overhead.

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Finally there is the question of social and health factors as related to employees. In some States, undoubtedly, a program maintaining store service in the evening would come within the regulation of laws, or rulings of labor departments or the courts. Furthermore, we believe that any scheme for the employment of women in department stores in the evening would, with the present trend of social thinking, bring considerable criticism upon the organizations initiating it.

### Portland Club to Have Dramatic Art Class

The Advertising Club of Portland, Oreg., is starting a class in dramatic art. The purpose is to teach the proper method of public speaking and stage presence. Meetings will be held once a week.

Josephus O. Freck has been elected a director of the Portland club. He succeeds H. L. Geary, resigned.

### Direct Mail Convention Chairman Appointed

William J. de Grouchy, of the Curtis Publishing Company, Philadelphia, has been appointed chairman of the committee on arrangements for the Direct Mail Advertising Association convention to be held at Philadelphia next year.

### Men of Ordinary Ability Had Best Stay in the Home Town

BENSON, GAMBLE, JOHNSON & READ,  
CHICAGO, OCT. 3, 1927.

*Editor of PRINTERS' INK:*

I have read the story printed in your September 29 issue entitled, "Shall I Go To The Big City." It certainly is a human story and extremely interesting as well as of practical value to young men. I think you give that question a sensible slant.

All I have to suggest is that young men do not go to larger cities for larger opportunities unless they have unusual talent or highly specialized ability. Of course, markets like New York and Chicago have unlimited room at the top for exceptional ability. Ordinary ability, even of high average character, had better stay home at considerably less pay than could be obtained in the large centers because of the great difference in the cost of living, as you point out.

On the other hand, we must not discourage the exceptional man from the metropolitan arena.

JOHN BENSON.

### Philadelphia Clubs to Hold Memorial Services

Newspaper and advertising clubs of Philadelphia, headed by the Poor Richard Club and the Fourth Estate Square Club, will pay tribute to newspaper and advertising men who died during recent years. Church services will be held on October 30 in their commemoration.

### September Chain-Store Sales

Company	September 1927	September 1926	% Change	9 Months 1927	9 Months 1926	% Change
F. W. Woolworth	\$20,740,350	\$19,339,150	7.2	\$179,682,814	\$164,954,320	8.5
J. C. Penney	13,735,131	10,622,291	29.3	95,937,309	73,107,140	31.2
S. S. Kresge	10,421,615	9,438,852	10.4	86,627,020	76,875,272	12.6
S. H. Kress	4,555,633	3,880,691	17.4	36,536,636	33,118,950	10.3
W. T. Grant	3,279,172	2,771,901	18.3	26,476,817	21,955,177	26.5
McCrory Stores	3,019,852	2,543,084	18.7	25,913,087	21,706,138	19.3
J. J. Newberry	1,229,038	812,381	51.2	9,061,264	5,958,740	52.1
J. R. Thompson	1,161,097	1,170,684	-0.8	10,677,680	10,682,447	-0.1
D. Pender Grocery	1,005,894	875,705	14.8	8,963,383	7,660,616	17.0
F. & W. Grand	1,002,414	799,141	25.4	8,247,210	6,701,164	23.0
Metropolitan Stores	977,515	871,905	12.1	7,712,911	6,809,528	13.2
McLellan Stores	934,446	758,055	23.3	6,953,046	5,278,823	31.7
G. C. Murphy	770,628	685,671	12.3	6,429,909	5,165,031	24.4
Loft, Inc.	617,741	671,528	-8.0	5,573,396	5,798,837	-3.9
Neisner Bros.	477,017	334,075	42.7	4,068,310	2,488,825	63.4
I. Silver & Bros.	468,385	397,163	17.9	3,562,193	2,893,449	23.1
Fanny Farmer	298,472	275,834	8.2	2,539,004	2,226,143	14.0

Of the total gain reported by Woolworth for September, old stores were responsible for \$528,701, an increase in old store trade of 2.74 per cent; for the nine months, old stores were responsible for \$8,023,892 of the total gain, an increase of 4.92 per cent.

### Number of stores in operation:

	September 1927	September 1926		September 1927	September 1926	
S. S. Kresge	413	347		Metropolitan	90	81
S. H. Kress	174	168		McLellan	121	110
McCrory Stores	215	184		G. C. Murphy	108	92
J. J. Newberry	137	101		Loft	40	39
David Pender	364	303		Neisner	20	17
F. & W. Grand	55	40		I. Silver Bros.	22	17

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# A QUALITY SIGN for quality products

It is fitting that the agency for a high grade candy like King's should be identified by a DuraSheen sign,—the finest type of colored outdoor sign made.

For DuraSheen signs are porcelain enamel, porcelain fused into steel; the handsome designs and bright colors never fade; neither sun, rain nor inclement weather can dim their permanent lustre. And they require no upkeep.

Although of the highest quality, DuraSheen signs are not high in price. If your problem is to attractively and permanently identify the retail outlet for your product,—DuraSheen signs are the answer!



**DuraSheen**  
Porcelain Fused into Steel—  
Lifetime Signs

# BALTIMORE ENAMEL and NOVELTY COMPANY

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Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK

# Chicago Ready for a Week of Advertising Conventions

Fourteen Advertising Groups Complete Programs

THE annual meeting of the Audit Bureau of Circulations at Chicago has become a leading event in advertising circles. This year it opens a week during which 14 advertising, publishing and allied groups will be in session.

The convention of the Audit Bureau of Circulations will convene in the Stevens Hotel on the morning of October 20 and will be more in the nature of a conference than a convention. It will terminate in the annual banquet on the evening of October 21. Speakers at this banquet are Judge Marcus Kavanagh, of the Superior Court of Chicago, and Merle Thorpe, of *Nation's Business*.

On October 19, 20 and 21 there will be held the annual convention of the Direct Mail Advertising Association at the Stevens Hotel. The keynote of this convention is "Combating the Rising Cost of Selling."

The Better Letters Association and the Association of House Organ Editors will hold their annual gatherings in conjunction with the direct-mail convention.

Charles E. Shafer, of the Carnation Milk Products Company, Oconomowoc, Wis., will be one of the speakers at the House Organ Editors departmental gathering, while the departmental session of the Better Letters group will be presided over by William Bethke.

The National Association of Teachers of Marketing, meeting on October 19, will have as its general subject "The Teaching of Direct-Mail Advertising." Robert E. Ramsay, Prof. F. C. Blood, of the University of Nebraska, and Dr. Felix Held, of Ohio State University, will address the dinner on October 19.

The Mail Advertising Service Association will assemble for its convention on October 17 and 18. Irving D. Auspitz, of Auspitz-Lee Harvey, and Mrs. Alta G. Saunders, of the University of Illinois,

will be among the speakers.

Another event to be held on October 17 and 18 is the meeting of the Insurance Advertising Conference of America.

Representing still another phase of advertising, the American Photo-Engravers Association will meet on October 21 and 22.

The program of the Associated Business Papers, Inc., meeting with the National Conference of Business Paper Editors, was reported last week.

The fall meeting of the International Association of Newspaper Advertising Executives, on October 20 at the Stevens Hotel, will be in the nature of an informal conference on questions of vital importance to that group. Harvey R. Young, of the Columbus *Dispatch*, will preside.

A similar round-table discussion meeting without any fixed program will be held by the Association of Newspaper Classified Advertising Managers on October 18 and 19.

The Inland Daily Press Association will hold forth at the Morrison Hotel on October 18 and 19. Income tax problems, getting and holding circulation, and problems of transportation are among those which will be discussed. Charles H. Dennis, editor of the Chicago *Daily News*, will speak and conduct the luncheon on October 18.

A board of directors meeting, followed by a luncheon and general afternoon session on October 19, constitute the program of the Agricultural Publishers Association. Charles C. Younggreen, vice-president and general manager of Klau-Van Pietersom - Dunlap - Younggreen, Milwaukee, will speak.

An additional outstanding feature of the week will be the luncheon given by the Chicago Advertising Council for all delegates of the fourteen conventions on October 18. This will be addressed by Governor Fred R. Zimmerman, of Wisconsin.

# *Keeping Constantly Ahead in*

# RADIO ADVERTISING

Month after month and year after year the Syracuse Herald leads its competitors in Syracuse, New York, in amount of Radio Advertising published.

## SYRACUSE, N. Y., NEWSPAPERS RADIO LINEAGES

YEAR 1924		
HERALD	POST-STANDARD	JOURNAL
<b>112,777</b> lines	<b>75,866</b> lines	<b>52,745</b> lines
YEAR 1925		
<b>238,504</b> lines	<b>130,732</b> lines	<b>75,796</b> lines
YEAR 1926		
<b>297,364</b> lines	<b>194,098</b> lines	<b>128,443</b> lines
FIRST EIGHT MONTHS OF 1927		
<i>*Electric and Radio</i>		
<b>203,313</b> lines	<b>169,588</b> lines	<b>105,663</b> lines

*\*The lineage figures for 1927 were compiled by DeLisser Bros., accountants, who list Electric and Radio under one heading.*

## SYRACUSE HERALD

### SYRACUSE, N. Y.

*National Representatives:*

**PRUDDEN, KING & PRUDDEN, Inc.**

270 Madison Avenue  
New York

Park Square Bldg.  
Boston

28 E. Jackson Blvd.  
Chicago

507 Montgomery St.  
San Francisco, California

Leary Building  
Seattle, Washington

Chamber of Commerce Bldg.  
Los Angeles, California

Oct. 13, 1927

Oct. 13,

# ANNOUNCE

## The Cleveland Plain Dealer

Present Circ.

(Federal Statement, Oct. 1, 1927)

DAILY

# 240,665

—a GAIN of 15,438 Over Same Period Last Year

*This Readership Record  
Deserves this Further Tribute:*

- it is the largest 6 months' average circulation ever secured by The Plain Dealer.

- it is the largest circulation of any Cleveland or Ohio newspaper—both Daily and Sunday;

# The Cleveland Plain Dealer

*in Cleveland and Northern Ohio—On Medium*

J. B. WOODWARD  
110 East 42d St.  
New York

WOODWARD & KELLY  
360 No. Michigan Ave.  
Chicago

WOOD

# MENT~

## Plain Dealer's en Circulation

(Statement Oct. 1, 1927)

SUNDAY

**284,410**

—a GAIN of 20,979 Over Same Period Last Year

—it is Dominating Readership Personified. Nothing but Cleveland's steadily-increasing, voluntary reader-demand for a Complete, Home Newspaper made possible this outstanding Plain Dealer record.

HERE is the Best Place  
In The United States



To Sell Merchandise  
Thru One Newspaper

# Plain Dealer

ON Medium ALONE ~ One Cost Will sell it

WOODWARD & KELLY  
Fine Arts Bldg.  
Detroit

R. J. BIDWELL CO.  
Los Angeles, Cal.  
San Francisco, Cal.

Oct. 13, 1927.

# THE FORUM

*announces*

the

appointment of

# Mr. Straud Galey

as

## Western Advertising Manager



111 West Monroe Street  
Chicago

Telephone—Randolph 3214

# FORUM

A MAGAZINE OF CONTROVERSY

*Edited by HENRY GODDARD LEACH*  
441 Lexington Avenue, New York City

# The Space Buyer's Yardsticks Inch by Inch

The Third Measure Is Lineage, but It Is Most Valuable as a Check on Circulation and Prestige

By Duane D. Jones

Of Lord & Thomas and Logan, Los Angeles

### III

THE third yardstick that I apply to a newspaper, in gauging the value of its space for a given advertising purpose, is Lineage.

As I explained in previous articles, when I was assigned to the buying of space, in a large agency organization, I devised five standards of measurement to guide me in choosing mediums—Circulation, Prestige, Lineage, Merchandising, Co-operation and Market Data. We are now dealing with Lineage. It has a peculiar character, for it has value chiefly as a *check* upon the first two yardsticks—Circulation and Prestige.

Circulation puts the newspaper on the scales, and weighs its quantity coverage. Nowadays, there is practically no uncertainty about the number of copies a newspaper circulates, and the territories in which it is concentrated.

Prestige is the yardstick by which we measure character reputation. Roughly, it tells us who a newspaper's readers are; whether they like sensational news or dignified presentation; whether they are predominantly men or women, and so forth. This yardstick is applied by reading the news columns of the paper, and its various features, such as the sports pages, financial reports, household department, etc.

Now, Lineage tells us what the advertisers who patronize a paper think of its character and efficiency. This, also, is ascertained by studying the paper itself; reading the advertisements. But closer tabulation is necessary than in reading the news columns for Prestige. Many newspaper publishers supply figures showing Lineage—how

many thousands of agate lines of food, clothing, book, piano and other kinds of advertising have been printed in their pages for some period like the last year. Also, most newspapers compile statistics of this nature which are helpful to the space buyer. But, as I shall show later, there is considerable room for improvement in supplying the space buyer with data that will help him gauge Lineage, and work for the greater efficiency of advertising generally.

#### *1. Lineage Is an Effect Rather Than a Cause.*

Lineage figures showing what classes of advertising appear in a newspaper over a period of weeks, months and years, tell us what other advertisers think of it. They are a record of its popularity. Presumably this popularity is based upon advertising results. Thus Lineage, soundly judged, is an effect rather than a cause. The cause of advertising results is not in Lineage itself, but in the Circulation and Prestige a newspaper has among its readers. The Lineage is the effect of these two causes. Too often, in selecting mediums, advertisers are prone to view Lineage as a cause and "stampede" into a newspaper because it leads in Lineage. They accept this as absolute evidence that such a newspaper is the best "buy." I have never given Lineage so much importance in itself as a yardstick, but I have always used it as a *check* upon the yardsticks of Circulation and Prestige.

#### *2. How to Check Circulation by Lineage.*

If we put our Circulation yardstick on a newspaper and find that

This is the third of a series of five articles by Mr. Jones. The first appeared in the issue of September 29, and the second in the issue of October 6.

Oct. 13, 1927

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it has "mass" readers, then it is logical to assume that the advertising columns will be used by business concerns having "mass" products to sell. For this reason there should be a substantial showing in foods, clothing and other goods and services which represent a "mass" Lineage such as everybody is forced to buy.

On the other hand, if we discover that a newspaper has a very high quality limited circulation in the best residential sections of a given city, then we can expect the Lineage statement to show that "class" advertisers who sell to such a limited market prefer it as a medium.

Any discrepancy between the circulation and the advertising patronage calls for explanation. If the character of advertising is not in keeping with the volume and kind of circulation, that may indicate various things worth taking into account. The newspaper may have excellent circulation for a given kind of advertising, but has not yet secured the advertising that its merits deserve. It may have had such advertising, but has lost it, indicating that advertisers are not getting results. In such a case, the deficiency in Lineage would lead the space buyer carefully to check Circulation again, to see whether it was being artificially kept up by the various methods enumerated in my article on that subject. Lineage either confirms or disproves what the Circulation statements claim.

### 3. How to Check Prestige by Lineage.

Lineage is a check on the Prestige yardstick as well. If we find, by analysis, that a newspaper best serves the middle-class strata of its community, we can expect it to predominate in advertising lineage that appeals to such readers. If it has a very high-class, conservative editorial appeal, we can expect its Lineage records to show leadership in advertising of a corresponding kind. Any discrepancy between Prestige and Lineage calls for further study of editorial policy. It may be that an excellent newspaper has not yet won the adver-

tising its editorial reputation justifies. On the other hand, an excellent newspaper may be falling off in reader interest and confidence, and advertisers are discovering this in results.

### 4. Read the Advertising as Well as the Lineage Statements.

Five or ten minutes devoted to reading the advertisements in each newspaper, when making up schedules for a given community, will reveal various interesting facts to the space buyer.

Information about Lineage generally comes before the space buyer in the form of statements by the publisher, who points with pride to the kinds of advertising in which his paper is a leader, and says little about those classifications in which he may not be very strong. His figures are often amplified by the actual advertising found in his paper.

As an illustration, the Lineage statement might show a high total under the heading of "financial"—even more than was carried by other newspapers in the same community. But a glance at the character of the advertising itself might show that it was doubtful in character, and the sort of company that a reputable financial concern would avoid, not seek.

Similarly, department store advertising might bulk large, but be of low grade. For special purposes, much of this advertising might be classed as "women's apparel" Lineage, and the advertiser making up a list for a high-class article of apparel, appealing to women of means and discrimination, might be misled by the figures if he did not see the advertising.

### 5. Study the Character of Local Advertising.

Nobody knows the newspapers of a community better than the people in that community, who are informed about their ownership, politics, management, alliances, past history, etc. In advertising, nobody knows them better, as to results, than the local business concerns which use their pages. For this reason, attention to the character of local advertising will often

# 1,932,966 Lines of National Advertising *appeared in* **THE DAYTON DAILY NEWS**

during the first nine months of 1927. This was 1,039,472 lines more than that of the second paper, and 1,001,892 more lines than was carried by the third paper.

THE DAYTON DAILY NEWS carried 107,702 lines more national advertising than all other Dayton newspapers combined.

---

## The Dayton Daily News

*First in Dayton — Third in Ohio*

Member—  
The News League of Ohio  
and  
100,000 Group of American Cities

---

*National Representative*  
**I. A. KLEIN**

50 East 42nd Street  
New York

Wrigley Bldg., North  
Chicago

Oct. 13, 1927



## *picture readers — all!*

"**T**oo busy to read advertisements myself. Of course, they do good, but don't believe they affect men like myself." It's the typical head of the firm talking, the Old Man himself. But, whether he realizes it or not, that "too busy" means that only the most effective advertising reaches him, *not* that he's immune.

Picture stories recognize no boundaries, are stopped by no limitations of time, of age, of position. They speak a universal language and have a universal welcome. Many a penciled memo from the Old Man is because of a story in picture.

But—just as a stuttering speaker can make ridiculous a splendid message, so an illustration is no finer than the engraving which reproduces it.

*For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.*

# Gatchel & Manning, INC.

C. A. STINSON, President

[Member of the American Photo Engravers Association]

## *Photo Engravers*

West Washington Square     230 South 7th St.

P H I L A D E L P H I A

Oct. 13, 1927

be illuminating in applying the Lineage yardstick.

Some newspapers have given so much study to the small advertiser's problems, helping write copy, and furnishing ideas, and policies, and backing up such advertisers with supplementary work among dealers, that they have actually made this space more productive than that in newspapers which do not render such service. This will be seen in the number of moderate-size advertisements of local merchants and manufacturers, and in their attractive character. Naturally, these are the last concerns in the world to continue advertising unless it shows profit, so their presence is proof of results. More than that, plentiful advertising by local merchants who regularly make small space pay, indicates good retail outlets for the outside advertiser who wants to sell in that community.

#### *6. Study the Classified or "Want-Ad" Advertising.*

The "liner" ads in a newspaper show interesting facts both in quantity and character. A large amount of classified denotes leadership and stability, for such advertising is not easily won, nor quickly lost. I believe George P. Rowell once said that if a certain New York newspaper, which led in classified in its day, should fall to only 1,000 copies circulation, but could conceal the fact, it would continue to enjoy the classified leadership. Somewhat exaggerated for these times, yet indicating a great truth about Lineage—that the readers of a newspaper with many "liners" are careful readers of all advertising, and accustomed to satisfying their needs through such reading. The presence of much small display advertising indicates careful reading, especially by women, for such advertisers offer attractive goods and services, and often make special seasonal rates.

A little experience will enable the space buyer to distinguish sound classified advertising, based on actual wants, from the padded and exploitive liners that are used to make a showing. A good patronage of Help Wanted, Situations

Wanted, Lost and Found, Second-hand Goods and bona-fide Personal, is evidence of faithful reading, and practically doubles the bare number of lines registered for a given newspaper.

A lost dog might seem to have very little bearing on the advertising of a household convenience. But if people keep dogs worth advertising, they are apt to be owners of good homes, interested in household conveniences. If the newspaper finds the dog, that indicates that it is a common meeting-place for such people. Therefore, if the newspaper finds lost dogs, it is shown in the liner advertisements, and that will be noted by the experienced space buyer as an item in Lineage.

#### *7. Danger of Using Lineage as the Chief Yardstick.*

The danger of using Lineage as a measure in itself, instead of as a check on Circulation and Prestige, is this:

If a newspaper were to hold leadership in certain classifications of Lineage, and then, through editorial or circulation mismanagement, lose readers or reader-confidence, the space buyer who allowed himself to be guided by Lineage figures alone would be spending the advertiser's money unwisely. If Lineage were accepted as conclusive evidence, advertisers might continue using such a newspaper indefinitely. Of course, this reasoning is very fundamental. Yet advertisers frequently do give Lineage too much importance. There is a sort of business vanity, a desire to be seen in certain mediums, which leads advertisers to use mediums that do not measure up as best for their purpose.

However, an interesting point about Lineage, and many other phases of the advertising business, is that certain economic laws regulate basic trends. There is nothing more timid than the advertiser's dollar over a period of years. He may be fooled once or twice on Lineage, but he will not be fooled long. Results are what govern. When results begin to wane, then there is a general "shake-up" in the space buying or copy departments,

and new lists and copy replace the old. A publisher can fool some of the advertisers all of the time, and all of the advertisers some of the time, but he cannot fool all of the advertisers all of the time. With the standards now being developed for the measurement of advertising values, it will soon be as futile to try fooling the space buyer about a given medium as to fool a shrewd buyer of other materials about the weight of a ton of coal.

#### 8. Need for Standard Lineage Statements.

I believe there is a need among advertisers and publishers for some sort of standard Lineage statements, issued by a national measuring bureau, similar to the Audit Bureau of Circulations.

Not so long ago, publishers presented their circulation statements with a certain bias, a kind of special pleading, that made them difficult to compare, and often deceptive. However, they were farsighted enough to see that this yardstick, the most vital in the purchase of advertising space, was in need of standardization. In a constructive spirit, the A.B.C. was formed, and it has been a fine thing for advertising.

It seems to me that the time will come when there will be a similar Audit Bureau of Lineage—an A.B.L. as well as an A.B.C. There are independently operated measuring bureaus of various kinds, but these lack the elements that are responsible for the success of the A.B.C.

At present, the Lineage statements that the space buyer receives from many publishers are inaccurate, and cannot be relied on too far. Rarely do publishers agree on their competitors' statements, and vice versa. When he comes to Lineage, the space buyer must often put on his guessing cap. I believe standardized, accurate Lineage statements would actually help publishers sell more space. For accurate information on this point would create greater confidence among advertisers. It would help the space buyer select mediums with greater certainty. Intelligently chosen mediums would increase results, and

reduce the number of advertising failures. If mediums are put to their best uses, advertising will pay greater profits, and be better for everybody concerned.

#### New Accounts for Burnham & Fishler

Smith, Hogg and Company, New York, cotton goods, have appointed Burnham & Fishler, Inc., New York advertising agency, to direct their advertising account. An advertising campaign on "Trump" bridge table covers is being placed.

Bartons Bias Company, New York, manufacturer of Bartons Everfast bias tape, and the Paragon Electric Corporation, Upper Montclair, N. J., radio receiving sets, have also placed their advertising accounts with Burnham & Fishler, Inc. Business papers, farm papers and women's magazines will be used for the former account and newspapers and trade papers will be used on the latter.

#### "Playland" Appoints W. A. Sperry

W. A. Sperry has been appointed circulation manager of *Playland*, Cleveland. He was formerly with Doubleday, Page & Company, New York, and The Curtis Publishing Company, Philadelphia.

#### Alabama Counties to Advertise Satsuma Orange

An advertising campaign will be conducted in the interest of Satsuma oranges grown in Mobile and Baldwin counties, Alabama, according to J. Lloyd Abbott, of the Mobile Chamber of Commerce agricultural committee. Appropriations from shippers will supply the funds.

#### Acquire Interest in Bayonne "News"

George E. Keene and William F. Higgins have purchased an interest in the Bayonne, N. J., *News* from Carl A. Ruhmann. The latter still retains an interest in that newspaper.

#### Rembert LaBeaume Joins Fisher-Wilson Agency

Rembert LaBeaume has joined the staff of the Fisher-Wilson Advertising Company, St. Louis. He is a member of the space department.

#### S. C. Beckwith to Represent St. Louis "Times"

The St. Louis *Times* has appointed the S. C. Beckwith Special Agency, publishers' representative, as national advertising representative.

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*Educational . . . . .*

"Nation's Business is promoting high ethics in industry and educating our people to the dangers of government in business. It should be read by all executives." —J. J. RASKOB, Chairman of the Finance Committee, General Motors Corporation, New York.

# NATION'S BUSINESS

Mr. J. J. Raskob, Vice President  
General Motors Corp.,  
234 West 57th Street  
New York, N.Y.



October

1927

**What Comes After the New Competition? by O.H.Cheney**

**Why Our Factories Cross the Border by Floyd S. Chalmers**

**An Army Fights to Fill Your Gas Tank by William Boyd Craig**

**The City is the Business of Business by Chester Leasure**

*Map of Nation's Business, Page 52*



Published at Washington by the Chamber of Commerce of the United States

# Brilliant Brisbane

**A**RTHUR BRISBANE, who writes the most interesting editorials published anywhere, is unquestionably the world's greatest judge of news value. If so continuously brilliant and experienced a journalist can be falsely impressed with the importance of an item what else can be expected from the average person? Here follows the news bulletin in question:

## Last Trolley Car Scrapped in Nevada

RENO, Nev., Sept. 8 (A.P.)—Nevada today is a State without a trolley car.

Doddering down antiquated tracks, the last street car of Reno, and likewise of the State, rode into oblivion last night and the system will be scrapped.

It was an inglorious end of a transportation system on which troubled wives once used for pleasure rides while they waited for courts to award them divorces. Buses have supplanted the trolley system.

That Mr. Brisbane was very seriously impressed by the above news bulletin is shown by his paragraph on the subject which appeared in his regular editorial column herewith reproduced:

# Today

By Arthur Brisbane

The State of Nevada is progressive. Night before last, at Reno, the last remaining street car in the State rolled into the barn to be scrapped. Surface cars vanish from Nevada, with motor buses taking their place. Big cities in the East, West and Middle West take notice.

From the news item itself and Mr. Brisbane's editorial any reader would assume that thousands of Street Cars had been operated in the State of Nevada—especially as Mr. Brisbane,

# The Failed By Bulletin

in his editorial, points the moral of Nevada's action to "big cities in the East, West and Middle West."

Get ready for the big surprise! There were never more than ten Street Cars operated in the entire State of Nevada.

The situation in Reno is different than in the "big cities in the East, West and Middle West" as you will see from the following:

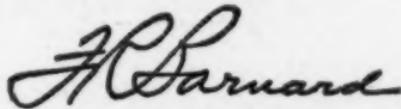
Reno's highest average was less than....	3,000 passengers daily
Chicago Surface Cars exceed.....	4,000,000 "
Los Angeles " " " .....	1,000,000 "
Cleveland " " " .....	1,000,000 "
Detroit " " " .....	1,250,000 "
Philadelphia " " " .....	2,500,000 "

As stated in our advertisement of April 8, 1926, "The total number of Street Cars discontinued throughout the United States since 1919 is less than the increase of Los Angeles" and "Those Street Car systems would never have been started (in Reno and other places of similar size) if buses had been in operation at the time."

Buses for mass transportation prove a tragic joke. Every attempt to motorize a city of over 50,000 persons in this country has failed.

As an example of partial city bus service, take the Fifth Avenue buses of New York. I can remember when they were pulled by horses and because of much less vehicular traffic the passengers made better time than they do today. Take a ride during any shopping hour from the Plaza Hotel to the Waldorf, or reverse, a distance of one mile. Let me know your average time after six rides. If Mr. Brisbane would make that test, I feel sure he would write one of his brilliant editorials with the heading:

**"Buses will never be able to replace the Street Cars for mass transportation in the cities."**



National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

*Leaders of Industry are  
Readers of Iron Trade Review*



Agricultural  
Implements

American Fork & Hoe Co.  
Bucher & Gibbs Plow Co.  
J. I. Case Threshing Mchly. Co.  
Deere & Co.  
Emerson-Brantingham Co.  
International Harvester Co.  
Moline Implement Co.  
Nichols & Shepard Co.  
Ohio Cultivator Co.  
Rock Island Plow Co.



Motor Cars, Trucks and  
Automotive Equipment

Buick Motor Co.  
Cadillac Motor Car Co.  
Chevrolet Motor Co.  
Fisher Body Co.  
Lincoln Motor Car  
Olds Motor Car Co.  
Packard Motor Car Co.  
Reo Motor Car Co.  
Studebaker Corp.  
White Motor Co.

THE few well-known names listed above are typical of the complete coverage which IRON TRADE REVIEW gives in the various branches of the metalworking field. Careful surveys show that the 12000 copies of IRON TRADE REVIEW printed each week are read by 36000 major executives and operating heads in primary industries which have an annual income of over twenty-one billion dollars.

**IRON TRADE**  
REVIEW

CLEVELAND, OHIO

*A Penton Publication*

Member A. B. P. and A. B. C.

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# Agency Commission Is Defended Before Federal Board

Advertisers, Agents and Publishers Tell Trade Commission Benefits of System and Deny "Agreement"

THE economic benefit of the agency commission system in administering advertising was strongly set forth in a hearing in Chicago last week before John W. Addison, trial examiner of the Federal Trade Commission. The matter at issue is what is known as the "Four-A case" and involves charges made to the Commission, by undisclosed plaintiffs, against the American Association of Advertising Agencies, American Newspaper Publishers' Association, Southern Newspaper Publishers' Association, Six Point League and the American Press Association. The Chicago hearing, the first day's proceedings of which were covered in last week's *PRINTERS' INK*, was a continuation of several held at different parts of the country during the last few years. The Chicago meeting was adjourned to meet in Boston on Monday, October 19, where it is expected witnesses will be questioned during most of the week.

The Commission's case, as outlined by its attorney, Eugene W. Burr, involved the following three points:

(1) Alleged agreements by the associations upon a minimum rate of commission to be received by advertising agencies for advertising service with provision that advertising agencies shall not do business with advertisers at rates lower than this rate.

(2) Alleged refusals by the publishing associations to "recognize" advertising agencies that share with the advertiser any part of the commission paid "recognized" agencies, or, to permit a commission received by "recognized" advertising agencies to be paid to agents that share with the advertiser any part of such commission.

(3) Rights of advertisers and publishers to do advertising business in a market free of artificial regulation of commission.

As the testimony proceeded, it came clear that the Commission urges publishers, influenced by other organizations named, in discriminating against:

(1) Advertising agencies other than

those belonging to the American Association of Advertising Agencies or those recognized by the publishers' associations;

(2) Advertising agencies owned, entirely or in part, by advertisers;

(3) Advertisers who write and place their own copy and who do not avail themselves of agency service.

In an effort to establish these points, the Commission called a large number of witnesses in Chicago covering most of the branches of advertising. Agents who testified were Albert D. Lasker, chairman of the board, of Lord & Thomas and Logan; James W. Young, vice-president of the J. Walter Thompson Company, and John Benson, president of Benson, Gamble, Johnson & Read.

Walter A. Strong, publisher of the Chicago *Daily News*, and M. C. Meigs, publisher of the Chicago *Herald & Examiner*, were questioned as to the newspapers' part in the alleged conspiracy.

Representatives of prominent advertisers such as the International Harvester Company, Hart, Schaffner & Marx, the Northwestern Yeast Company and the Pepsodent Company appeared.

Officers and members of the Newspaper Representatives Association of Chicago were called to testify regarding practices alleged against the Six Point League, a New York organization. Lincoln B. Palmer, of New York, secretary of the American Newspaper Publishers Association, was questioned about his organization, as was also John P. Gartside, Chicago representative of the American Press Association. The main inquiry about the American Press Association will be heard at a later hearing to be held in New York.

All the witnesses who testified were called by the Commission, and no defense by the respondent organizations was made, other than in cross-examinations conducted by Clark McKercher, of New York, appearing for the American Asso-

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ciation of Advertising Agencies; Harold S. Rankine, of New York, for the American Newspaper Publishers Association and Six Point League, and J. F. Finlay, of Chattanooga, Tenn., for the Southern Newspaper Publishers' Association. Formal defense will be made at future hearings, to be held probably in New York and Chattanooga.

However, testimony decidedly favorable to the defendants came both in direct and cross-examinations. For example, Mr. Lasker made a strong presentation to the general effect that the employment of the present agency commission system came directly as a result of the express wishes of advertisers themselves—that it was evolved out of the growing effort by advertisers to do their advertising most effectively and at the lowest cost.

The advertiser witnesses, almost without exception, praised the agency as a useful element in advertising. A. E. McKinstry, of the International Harvester Company, said the reason his company did not employ an agency is that its copy necessarily must be specialized and technical. O. C. Harn, on the other hand, telling of his experiences while advertising manager of the National Lead Company, said he found it much more economical and resultful to use the advertising agency even on technical copy.

It was brought out that the so-called recognition lists of the American Newspaper Publishers Association, the Southern Newspaper Publishers Association and the Chicago Newspaper Representatives were compiled largely, or almost wholly, for the purpose of supplying dependable credit information as to agencies desiring the commission privilege. It was further established that membership in the American Association of Advertising Agencies had nothing whatever to do with such recognition of credit standing. Several newspaper representatives declared that they carried on profitable business relations with advertising agencies not affiliated with the Agency Association and that did not appear on the lists of the

American Newspaper or the Southern Newspaper associations.

There was the usual argument about what constitutes a net rate. The Commission insists that the agency discount, plus the discount for cash, is entitled to be defined in that way. It is the position of the respondents that net rate means merely a discount for cash within a certain period and that the 15 per cent to the agencies is merely a commission given in payment for services rendered.

The following testimony relates exclusively to the Chicago hearing.

### A. D. Lasker Traces Advertising Agency's Development

**A**N article on "Salesmanship in Print," which A. D. Lasker, chairman of the board of Lord & Thomas and Logan, wrote for PRINTERS' INK was the basis for his testimony before the Commission. Mr. Lasker, who was called with special reference to the agency association side of the case, explained the present membership of his organization in that body by saying that the membership was inherited when the Lord & Thomas agency merged with that of Thomas F. Logan, Mr. Logan being a member at the time.

Then attorney Burr, referring to a bound volume made up of several numbers of PRINTERS' INK containing matter bearing on the issues involved in the commission's complaint, continued the questioning of Mr. Lasker as follows:

Q. Mr. Lasker, I read what was to me a very illuminating article sponsored by you, and I have no doubt that you were the author of it, in PRINTERS' INK, about a year or so ago. And I don't suppose you need to have your memory refreshed on it. Perhaps, that is not quite the proper way, as counsel may say, to examine you. But do you happen to have that article, entitled "Salesmanship in Print" appearing in July, a year and a fraction ago, in PRINTERS' INK that you sketched rather in an interesting fashion your contact with one Kennedy, a number of years ago, and the definition at which you arrived, or he had previously arrived. I believe, as to what advertising was? Would you be kind enough to tell what advertising is?

A. With all these men in the room that know better?

Q. You can't plead that, sir, because you have already written this article which had a rather wide circulation.

A. Some twenty odd years ago, I came to the conclusion, that I have never changed, that advertising is salesmanship in print.

Q. Will you be kind enough to compare salesmanship in print with salesmanship by personal solicitation?

A. That is a long range, and I am rather long-winded when I make up my mind to get going, so I don't think you want to hear me all the way through.

Q. Can't you make it as succinct and practicable—We don't want to get learned for the record. It is rather costly, and so forth, and I don't want the Commission to read too long a dissertation. But can you contrast the two? Is there any real difference between the two, in principle?

A. I don't want my words to be taken and held against me some day, but there is all the difference in the world between the two.

Q. I see. In what respects?

A. You are a salesman, and you have got your customer in front of you, and you look him in his eye and see whether he is responding or not. The expression on his face and what he says, the unspoken word. You have only to meet the points you can see he wants, that appeal to him. You may be able to arrange for a later time, if you interest him.

The salesman in print is a campaign in a flash to get the composite minds of millions to meet at one time.

Q. You have to have a little more imagination, do you not?

A. An awful lot more.

Q. Is there any difference in the ultimate aim of salesmanship by personal solicitation and salesmanship in print? If so, what difference in aim is there?

A. Well, of course the primary purpose of both is to sell something at a profit or sell something you don't want at the lowest loss possible, if you can't make a profit. But beyond that, the difference is very wide for the reason I have given—The one is personal salesmanship and the other is mass salesmanship, and it is a very different art. I have never known a really great salesman in print who was any good as a personal salesman.

Q. And is the converse true, that personal salesmen are not good advertising men?

A. I am talking of the salesman in print. There is a difference between an advertising man and a salesman in print.

Q. A salesman in print is the man who composes the copy?

A. Yes, an advertising man is the man who has contacts with the client, advises on price, and on media.

Q. In other words there are various functions besides writing copy?

A. He even can be a bookkeeper and call himself an advertising man. And a lot of advertising men would be good bookkeepers, or should be.

Q. Does the salesman in print tend to help the personal solicitor, support him and back him up, and enable the employer to get more from his personal salesmen?

A. I don't quite get the point.

Q. Well, here is an article which is being pushed through personal solicitation and a very little if anything being spent for advertising purposes. Then you come along and get that manufacturer to use advertising. Does that, in your judgment increase the efficiency of the salesman?

A. I believe it does, vastly.

Q. Again contrasting the two methods of salesmanship in print and sales by personal solicitation, which method, through your experience in the advertising field—which of those two methods has grown more than the other, if either?

A. Well, if I would have to say that one has grown more than the other, it would be the printed salesman, though the other has grown apace with the printed salesman, and other developments of good business practice.

Q. You think there are more men in the salesmanship line than there were twenty years ago?

A. I don't know that.

Q. As a means for selling goods, advertising has been on the increase, as contrasted with personal solicitation, has it not?

A. Yes, I would say so, though I have no figures.

Q. And the aim of each, economically speaking, is the same thing?

A. The aim of each is to make for bigger mass production and lower prices and better goods to the consumer.

Q. And profit, incidentally?

A. Profits should come, if you give good service.

Q. Now, I believe you stated in this same [PRINTERS' INK] article, that at the time you entered the advertising line, advertising agency work was different from the modern type—was that the situation?

A. Yes, the publications at that time allowed varying commissions. For instance, one method of the agency was, if they wanted to place advertising in agricultural papers, they had to place it so that Ayer & Son got a rakeoff. If they wanted to go in a woman's paper, Thompson got a rakeoff, and if they wanted it to go in a religious paper, Lord & Thomas got a rakeoff. That may be a little before the time of some of these gentlemen.

We have all turned so honest since then, we don't get it now. We can't get it.

As I remember now, the first order I ever got was for two inches in the *Delineator*, which was \$84.00, and the man had never advertised before, but he had the \$84.00 and paid cash, in advance, and as I remember, we got 25 per cent, and then I was very shocked to find that Thompson got 25 per cent. I thought we should have got it all.

The publications, with those loose

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methods, recognized almost anyone. For instance, Postum Cereal, Royal Baking Powder, and Quaker Oats Company, virtually all did their business direct with the publications. They just had a room, and they put up a sign and called themselves advertising agents.

Q. And they were brokers of space, were they not?

A. They bought it as cheap as the agent did.

Q. They bought space in the publications?

A. At the same price.

Q. And then went and peddled it around?

A. No, they used it for themselves. The only people we could sell advertising to were those people who didn't do enough advertising to keep a clerical staff. We couldn't do business with the big advertiser. Finally, the little advertisers who couldn't afford their own advertising department, eventually did so much better than the big advertisers who were getting the discount direct—I would say I believe practically every one of those advertisers of thirty years ago who was getting the commission direct voluntarily came to agencies, because they found they could make more money doing it through agents and pay them the commission than to take the commission themselves.

Q. In those days, the so-called agencies didn't write much copy, if I understand you correctly. Is that right?

A. In those early days they didn't, but shortly after I came into the line they did.

Q. About when, now?

A. I came with Lord & Thomas early in 1898, almost thirty years ago, within a few months. A group of younger men like myself—I wasn't always as old as I am now—a group of younger men and myself came in and we couldn't make any money because of the fact that our firms weren't making any money.

I remember we used to go, when they sent me on the road—I would come out, say to the Bissell Carpet Sweeper Company at Grand Rapids, and Ayer's man, and Thompson's man would be there. When I came in those were the three big houses, the house I worked for, and Ayer and Thompson.

Q. And you had space on hand you had already secured to sell?

A. Some. Some we would have to buy from them, and some we would have to buy direct. Thompson's trick would be to try and use women's papers, because he had the lowdown on that, and we would try and sell religious. . . . Ayer would try and sell agricultural papers.

Q. The status at that time was more nearly that of a special representative than a modern advertising agency?

A. No, it was that of a broker who paid.

Q. You did represent the newspapers?

A. Everyone knew there was a need for an advertising agent, because the advertisers were small. I remember the whole world of advertising from Chicago to New York—there was no ad-

vertising beyond Chicago. The only agencies out here were in Chicago. It would be the biggest kind of news if a man spent ten thousand dollars.

So that the amounts were very small, and the business came into life to distribute plates and cut down the cost of correspondence and to sell the mechanical stuff.

Q. At that time you weren't writing copy?

A. We had one copy writer, who gave us half his time and got thirty-five dollars a week, and we did Hannah & Hogg whiskey, and he got his pay mostly in sampling the whisky. We took half his time, and he worked for Montgomery Ward & Company the other half.

Q. The employment of the copy writer came after you joined the firm, did it not, the first copy writer?

A. I can only speak of my own firm. I had worked on a paper in New Orleans and a man who also worked on a paper in New Orleans blew into Chicago, and he and I conceived the idea that we could write copy for these advertisers, and make it pay better. We watched the copy of the two who were buying, and so he went speculatively into it with me, and worked it together, and I would go to clients and say "You are paying six per cent." Everybody tried to get ten, but they would take anything they could get.

Q. That was the genesis about that time of the advertising agency in the modern sense?

A. That was the genesis of the advertising agency. We would say to the men: "If we write your copy and it brings results, will you pay us 15 per cent?" He would try us, and much to his surprise and ours, it would.

Q. And you began to grow in that fashion?

A. I remember I hired the first high priced copy writer, Mr. Thomas came all the way to Chicago to protest with me against the evil methods of putting so much money into a useless thing. But Mr. Thomas was the same as all the old school. They thought that they were brokers and that this was an alien business that we were bringing into our good business. The point I am trying to make clear is there was a time when any advertiser could buy space as cheap or cheaper than any agency, on the whole, and yet the same advertisers today deal through agents of their own volition.

Q. Do you regard the copy as the life of advertising? That is, is copy after all the main thing that distinguishes good advertising assistance from mediocre advertising assistance?

A. Well, we will say that the heart is the center of the human body, but if you lost your lungs and your liver you would be in an awful way. So copy is the heart of advertising, but it is not all there is to advertising.

Q. Well, copy is the thing that determines the appeal to the customer, or the other part of the public that the advertising is intended to reach; isn't that true?

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Q. That  
years ago?  
A. No, I

A. Yes, but it doesn't necessarily determine a lot of other factors, in which the modern advertising is of greatest aid to a client, such as distribution.

Q. Clients don't all take that type of assistance, do they?

A. Not until they get in trouble, and then they all run and come for it.

I presume all the agents have the same experience. At some time or other they all take it. At least ours, and I am sure every other good agent.

Q. Now, you take your business on a percentage basis, do you?

A. No.

Q. You take it on a fee basis?

A. No.

Q. I don't know how to ask the next question.

A. We take it at publishers' rates.

Q. You take it at publishers' rates?

A. Yes.

Q. And that is all you receive for serving your clients; is that true?

A. That is true. It shouldn't be, but it is so.

Q. Have you any clients you charge in addition a fee?

A. No.

Q. You never have had such?

A. All during the course of years we have had accounts on different bases.

At one time, when it was just in its transition stage from brokerage to larger service, or professional service, we charged a fee, because some of the accounts weren't big enough that we could break even on the operation until they grew. But we outgrew that.

Q. How long ago was that?

A. That must be all of twenty years ago.

Q. The transition stage, then, was about twenty years ago you would say, along that line?

A. Yes, from 25 to 15 years ago.

Q. The great mass of publications allow 15 per cent differential?

A. Yes.

Q. Do you recall a period some time ago when most of the publications or many of them allowed 13 and 3, instead of 13 and 2?

A. Oh, yes.

Q. How long ago was that, would you say?

A. My memory wouldn't serve me clearly. It might have been five years or more ago, but I wouldn't be clear on that.

Mr. McKercher (Attorney for American Association of Advertising Agencies): Are you talking about periodicals now, or newspapers?

A. I will explain why I wouldn't remember. We always charged the present rate, and it meant nothing to us when they changed their rate. We used to charge more than the publishers' rate.

Q. You used to charge more than the publishers' rate?

A. Yes.

Q. That was a period about twenty years ago?

A. No. I meant that was a period

following then. Then we got out of the commission and fee business, and charged a fee that in most cases was in excess of the publishers' rates. It was a commission, but when it was added to the net, it was in excess of the publishers' rates.

Q. Did you find difficulty in getting your advertisers when you charged on a fee basis?

A. I don't want to be immodest, but I have never found any difficulty in getting customers. The difficulty has been in holding them. I have grown tired of as many as have grown tired of me. So I wouldn't want it to seem one-sided.

Q. You would still say it is copy which makes advertising pay, would you?

A. Well, I say copy is a major factor.

Q. Basically, it is copy that makes advertising pay, that is true, is it?

A. Is that from something I wrote?

Q. Yes.

A. Then I would have to read on what comes ahead of it and what comes after it. Besides which, I wasn't under oath when I wrote that.

Q. Right there is what I called your attention to [showing a page of PRINTERS' INK to the witness]?

A. Yes. "Basically, it is copy, but salesmanship in print is not necessarily all there is to copy." There is a vast difference there.

Q. I think I see your distinction. Now, without intimating or even thinking that your company would consider such a state of affairs in giving expert advice, is it true that there are some classes of media upon which the returns are more favorable to the advertising agency than others? Let me illustrate: Suppose an advertiser with a million dollars to spend desires to spend it in the high-class magazine, *The Saturday Evening Post*, at \$17,000 per page, or whatever it is, and another one with the same appropriation wants to spend it with frequent changes of copy in newspapers throughout the country, particularly small newspapers. Would the return be practically the same on the same appropriation in both of these cases, or is there a distinction there?

A. To the advertising agent?

Q. Yes.

A. Well, if it is very small newspapers, we don't undertake to do it, at the same fee. I think we charge 10 per cent overcharge on that. When it comes to the other class of papers, the difference is so small in our business as to be negligible. For instance, you feel around a lot more with the art work that is in a high-class magazine, and that makes up for an awful lot of clerical work. You can hire clerical workers by the score for the cost of one good art director. We keep careful track of costs at our place, because we want to make money.

Q. Are there any accounts which you consider as generally desirable accounts, remunerative accounts, as contrasted with other accounts with about the same expenditure?

A. Oh, yes; and lots of accounts that others consider desirable I have taken

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occasion to lose. While it is high-class business, and high-grade business, sometimes the nature of the account, of the line, is such that it is expensive.

Q. In other words, there might be one account spending \$100,000 and on what the publisher allows you could not make your expenses?

A. Oh, yes.

Q. And other accounts expending the same amount might be at a nice profit to you?

A. We try them out a while and after a time if we can't make them profitable we resign. Of course, we are—I don't want you to feel we are in any health business. Our purpose is only to make money.

Q. And it is in all other lines of business, of course?

A. But we find constantly accounts that have been in the house quite a while that we can't make anything on. But inherently, that is usually one article that doesn't lend itself to advertising.

Q. It might bring better results for their business, but is not remunerative to the advertising agency?

A. Well, what I mean is, it isn't a line basically dependent on advertising. You have your biggest expense with someone who doesn't see results. The man who can see results doesn't care if you ever come around if he can only measure what you have done in the cash drawer. The less remuneration from advertising, the more cost connected with it. The advertiser wants his hand held, and wants to be told to be courageous, and my policy has been to tell him he ought not to advertise.

Q. There are some accounts, then, if I understand you correctly, where the outcome to the advertiser in sales is not obvious so that he can check it?

A. Not directly obvious.

Q. Yes, so that he can check it. He may get results but none where you can say "There is your result. Here is our advertising, and the result is yours."

A. Well, for instance, if the Owens Bottle Company advertised soda water tastes better if it is drunk out of an Owens bottle, they would have a hard time telling where the results came from. But the man who puts the stuff in the bottles can tell, because Owens doesn't try distributing their bottles. But the man who puts the stuff in it does.

Q. Now, where you find an account which is not desirable to you, if I understand you correctly, that does not mean that the advertiser has not got his money's worth?

A. No, that doesn't mean there aren't some agents who can help him a lot and make money on it. It is just that we are not looking for that. You see there are all different types of organizations in the agency business.

Q. Isn't it advisable to say to that man: "Well, we will take your business, but your business is of such a character we will have to have more than what the newspaper pays us, or the magazine pays us?"

A. No.

Q. Why not? Would he feel dissatisfied?

A. It has nothing to do with him. When you sell, you have rights, as well as the man who buys.

Q. But you let him go because it is not remunerative.

A. But he couldn't make it remunerative. Now, the Palmolive Company—I don't know, but let's say that they do with us in magazines—I don't know exactly, but I will say around \$900,000 a year. Our commissions on that are \$135,000. You can show them this record, because they know what it is. They wouldn't have \$135,000 to pay us in fees if they weren't smart men. They wouldn't ever give us \$135,000. We have just so many ideas in a year in our place, because we are a human aggregation, and our line is limited by the number of men we have there, and you can't bring an unlimited number of men together in an advertising agency business for many reasons inherent in the line. One is, you can't handle competing accounts. So that limits the amount of men you can have. There are many other reasons. We try to take accounts where what they can spend is without limit, as our imagination carries them along. I have one account in mind where we worked with them, and they kept saying to us the first few years—we were spending about three or four hundred dollars for them: "This doesn't pay us. But we will work it out together until between us we will get an idea," and this year they spent \$5,000,000 with us. But that took a lot of time. If we hadn't worked so close with them—the benefits of this idea came from them, and we built up on it, and they built up on it, and we built upon it, and it was a composite idea inspired by them. They could have gotten somebody else to do it, but they had to have someone else working with them who were experts. Had we taken a little account, we would have taken a lot of time to do things for them and the amount of work we could do for them would have been limited. I wouldn't take a man if he paid me a fifty thousand dollar fee, if his account didn't seem to warrant it. What would be the sense? There are lots of opportunities around where if an agent is constructive and imaginative and creative, he can help them increase their volume so that their expenditure increases itself. I wouldn't ask the advertisers for increased expenditures.

The force of the public demand for his goods increases the expenditure of itself. Does that explain to you why we don't take a fee? We wouldn't think of having a fee.

Q. Do you know of any cases in the advertising business where the advertising agencies have an advertiser that is practically a subsidiary to the advertising agency company?

A. I don't get you.

Q. Where the advertising agency is financially interested in its client or in the manufacturing company?

A. Oh, yes.

Q. Is your company interested in some of its clients?

A. Our company as such, no.

Q. How about some of your principal stockholders? Do they control some of these clients?

A. No, we wouldn't be in any company we controlled, because then it would appear to other clients that we might be neglecting our business for theirs, or neglecting their business for ours. I own stock in companies that don't do any business with us. I mean, we possibly own stock in many companies, but are not prejudiced against owning stock with people because they are clients of ours. But that is the only way we do own stock.

Q. Do you know of cases where advertising agencies have clients that are subsidiaries to them?

A. I wouldn't have any way of knowing anything about any agency but our own. Could I volunteer one thing here, because as I understood it, this hearing was about the American Advertising Agents Association?

Q. It is in regard to that case.  
A. And you asked me in the beginning whether I belonged and I felt just to get acquainted, I started in a little facetiously, and I don't want to leave this record in that facetious way, and I would like to explain what I meant when I said I didn't join, and didn't care about joining.

Q. I am pleased to have you make any statement that you choose along that line.

A. When they formed the American Advertising Agents Association, we felt that we had gone through our hard years of learning the line, and we didn't see what we had to gain by joining the association. In fact, we felt—I am going to be candid for this record—that it made us stand out not to belong. A lot of people joined the Association that we didn't think had any right to be advertising agents, and we didn't want to seem to be, by being in membership with them, giving approval to them. A lot of them who belonged we recognized were as able as we are in advertising. Our second reason was, we were getting a much higher price than anyone in the line, but two or three. We didn't feel it was our business to educate these others how to get the higher price, because they wouldn't be worth the higher price, unless they knew how to give the service we gave them.

Another thing, we didn't want to get in any situation where it would seem that in any way we were doing anything to influence anyone to do business with us. It always has been our policy and it is today, that we want people to do business with us, as long as they feel they can make as much money happily with us as they can any other way, and we don't want them a minute beyond that, because we are selling what is the most precious line in the world,—ourselves. So that for that reason, I thought most of the agents weren't making enough money that they could afford to give a good service. They were getting a small commission, most of them and it was impossible for them to pay the expenses for the right type of service, and we didn't want to be connected with them. And we didn't

want to offend anyone in that association. I think conditions would be fine in advertising with or without an association, and if it makes the rest of the line happy in having it, I am for their having it. I don't think it would change a thing. I wouldn't lose a client, because they all know what they are paying, and I can show them all how they can get it done at 2 per cent, if they want it done at that. If you want to place some I will enable you to place it at that price.

Q. Your position of independence is rather unique, is it not? Most of those joined the association.

A. We had a good purpose—they had a good purpose in joining. They needed aid to help themselves, and we weren't big-hearted enough to help them. If I had been one of them I would have joined.

Q. It would have been a valuable thing to them to join?

A. If they benefited by what was told them. Some of them didn't and couldn't. Some of them never will know what advertising is about. But that is the same in any line, isn't it?

The Examiner: Absolutely.

A. But the most of them benefited, until today, whether it is because of the association or in spite of it, most advertising agencies render a splendid service, and, I am sorry to say for our own sakes, that where ten years ago I know 90 per cent of the agents weren't worth their hire, and it was easy to get their clients from them, today 90 per cent of the agents are rendering good service.

Q. Let me ask you this: For agents outside of the Four A's, the ordinary run of agents, would you say it was advantageous for them to be able to say they were members of the Four A's today, in contrast to their having a company that was not a member of the Four A's?

A. I don't think it makes any difference. Say a man wants to advertise, and he sends for ten agents, and each one of nine says: "I am a member of the Four A's." That doesn't give any one of them an outstanding advantage. But if the tenth one says: "I don't belong to the Four A's, but I will show you this and that method of increasing your sales,"—that means something to him.

Q. But if they all say "I take pride in my membership in the Four A's," and then the man will turn to the one and say: "You don't say that. Why?"—

A. I never had anyone ask if I was a member of the Four A's.

Q. Your position is unique on that, isn't it?

A. I wouldn't say that. Thompson and N. W. Ayer could stay out and it wouldn't hurt them any more than it would hurt us when we stayed out.

Q. Yes, but the average man, if in that class. Isn't it an asset for the ordinary man struggling for business to be able to say that he is a member of the Four A's?

A. Possibly. I don't know.

Q. You don't go up against that situation, do you?

A. No, I really wouldn't have any basis for knowing.

Q. Supposing an advertising agency is not recognized by the American Newspaper Publishers Association. That hurts them, doesn't it?

A. Yes, but I have always taken this position, that for anyone who was unjustly not recognized, I will go and help them get recognition. I have had in the course of the years I have been manager of this firm, thirty or forty or fifty men—I don't know how many men—leave me, go into the agency business, and to every one of them, I said: "I will endorse your application if you have to have it," and that is the attitude of every big agency. They will do everything they can to help anyone get in the line.

Q. Isn't it an asset to be able to say you are recognized by the A. N. P. A.?

A. Yes, sir, and I am sure that A. N. P. A. only fails to recognize those it would be a commercial crime to recognize.

Q. That is, in their judgment. Their judgment is not infallible, is it?

A. So much pressure would be brought to bear on them, and they have not so much courage, that A. N. P. A. Their idea is to make money. What would be their idea to keep anybody out of business that can make money for them?

## Why House Agencies Are Barred from Commission

IT is contended by the Federal Trade Commission that a house agency, so-called, is entitled to the same discount from publications as is given the recognized agency. This feature was brought out by Mr. Burr in his examination of practically every witness. There was no inclination on the part of any to evade the issue. On the contrary, each witness in turn stoutly defended the practice of withholding the agency commission from advertising firms that did not perform a service or that were organized for the express purpose of attempting to buy advertising space at lower than card rates.

Foremost in bringing up justification for the practice were the newspaper representatives. For instance, Robert J. Virtue, Chicago manager of the Charles H. Eddy Company, related his experiences with the American Electrical Heater Company, of Detroit, manufacturer of the American Beauty Iron. It seems that the com-

pany, beginning in 1920, attempted to place newspaper advertising through the Baker-Robinson Company of Detroit, which the newspaper representatives refused to recognize as a bona fide advertising agency and therefore turned down its business.

Asked by Mr. Burr why the Baker-Robinson agency was thus regarded, Mr. Virtue replied:

Why, a man by the name of Fleming had a little desk in a lawyer's office, and he made no pretenses at conducting a general advertising agency business. I went out to see Mr. Baker, who was the sales manager of the American Electrical Heater Company, and told him I was trying to get information in regard to the financial condition of the Baker-Robinson agency, but it seemed impossible to get it, notwithstanding probably two or three requests had been sent, and he stated that he had heard I wouldn't do business with them, and I told him there was very good reason, but if I was making a mistake, I wanted him to correct me. I told him the current gossip was that he happened to be in the office of the Winningham Agency that was formerly handling his business and he thought about all they were doing was sending out orders to newspapers and collecting a commission for them.

Q. That is all that Baker-Robinson were doing, was it?

A. I told him the gossip was that he happened to be in the Winningham Agency when some orders were being sent to publishers, and he had the happy thought that he could save this commission for himself. He was the sales manager of the American Electrical Heater Company.

Q. He had been, or was then?

A. Was then, has been and still is now, at least to my latest information.

Q. You don't know that they had a separate office at the present time?

A. Baker-Robinson had a separate office at that time, but it was only desk room. It wasn't a general advertising agency office, as we in the business believe a general advertising agency should be equipped.

Eventually, according to Mr. Virtue, a financial statement was supplied by the Baker-Robinson Company but recognition was denied by Mr. Virtue's papers because of the house agency feature.

Mr. Burr was unsuccessful in his efforts to cause Mr. Virtue to admit that he carried on negotiations with Baker-Robinson in behalf of the Chicago Newspaper Representatives Association rather than the newspapers he himself was representing. He did, however, say he passed along the informa-

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tion to his fellow members as a matter of mutual interest.

Mr. Finlay, representing the Southern Newspaper Publishers' Association, asked Mr. Virtue if the American Electrical Heater Company, as such, ever applied to any one of his papers for commissions.

A. No, sir; but they did write a letter in response to a letter from our association addressed to the president of the company, stating they were turning the advertising over to the Baker-Robinson agency, and in the same letter it was stated that Mr. Baker was their sales manager. But when the application came in covering the finances of the Baker-Robinson agency, in answer to the question: "Are you devoting your entire time and attention to the advertising agency business?", Mr. Baker answered "Yes."

Q. And then he was sales manager of the American Heater Company?

A. Yes, sir.

Q. Is it possible for both those things to be true?

A. No, sir. You can't count an advertising agency as a side line.

Mr. Virtue contended throughout that the question of recognition by any association had nothing to do with the decision of his publishers to refuse or accept advertising. Cross examined by Mr. McKercher he declared he did not confine his solicitations to members of the American Association of Advertising Agencies.

Q. Do you confine it to those agencies that are on what is known as the recognition list of any publishers' association?

A. No, sir.

Q. Do you know whether you have ever done any business with agencies that are not on any recognized list?

A. I am doing business with the Thompson Coke Company, one of the largest agencies in the country, that is not recognized by the A. N. P. A. or any association that I know of.

Q. You get their advertising and publish it in your papers?

A. Yes, sir, and the St. Paul Agency, St. Paul; the Morse Agency at Detroit, which the A. N. P. A. did not recommend, and is not a member of the Four A's.

The question was dealt with to an extent also in the testimonies of J. M. Brooks, a member of the firm of Story, Brooks, & Finley, Chicago; John W. Cullen, of Robert E. Ward, Inc., and Charles B. Nichols, of the John M. Branham Company. Mr. Cullen, cross examined by Mr. McKercher, declared his publishers got "a very

considerable service" from advertising agencies.

Q. You get an agreement to pay the bills, too, don't you?

A. They pay the bills.

Q. You get the promotional service for publishers?

A. Promotion for the publication?

Q. The publication you represent. They are promoting advertising, in other words?

A. Oh, yes.

Q. Comparatively, how much service do you get from the single advertiser who comes in direct?

A. We don't get any except through his agency commission.

Q. Now, what is the real underlying reason for your statement that direct financial interest one way or the other might be unfavorable?

A. Well, simply because I feel that the agencies have to be compensated for their work and are entitled to it, and I am influenced in my personal opinion by the fact that I want to promote advertising mutually to the benefit of the publishers through the agency.

Mr. Cullen, who is a member of the Credit Committee of the Chicago Newspaper Representatives Association, was asked by Mr. Burr whether a credit standing is given direct advertisers such as the Vick Chemical Company that is placing its business direct and getting the agency commission.

"We make a favorable credit report on anybody who is financially responsible," he replied.

## Leading Advertisers Praise Commission System

**S**TONG indorsement of the agency plan whereby the client gets service in return for commissions paid by publishers was given by Thomas R. Hair, advertising manager of the Northwestern Yeast Company; Harlow P. Roberts, sales and advertising manager of the Pepsodent Company, and C. W. Chapin, advertising manager of Hart, Schaffner & Marx.

Mr. Burr, in questioning Mr. Hair, asked:

Q. Could you give me an average appropriation for advertising approximately?

A. For newspapers and magazines it runs from \$100,000 to \$200,000 a year.

Q. And how is that divided between newspapers and magazines?

A. Pretty nearly all magazines.

Q. Now, you employ an advertising agency, do you not?

A. Yes, sir.

Q. And do you employ salesmen, also?

A. No salesmen. That is, we have a brand now, Yeast Foam Tablets, and we do employ some salesmen for the Yeast Foam Tablets. Our regular brands are Yeast Foam and Magic Yeast, and we have no salesmen for that product.

Q. How do you manage to keep up your sales on that without salesmen?

A. It is handled entirely through the grocery jobbers.

Q. Do you rely upon advertising to create the consumer demand?

A. Advertising, that is all of our forms of advertising. The business form of advertising is the door to door distribution of samples and leaflets, from house to house.

Q. You employ an advertising agency for your business as the most economical way to handle it?

A. We do.

Q. Do they write copy for you?

A. They make the layouts and write the copy entirely.

Q. How about investigating the field for distribution. Do you take their line of work on that?

A. Well, we don't necessarily. We are willing to listen to whatever they might bring in to us, but we insist on the last word.

Q. Is your distribution, your production about stationary, or has it been mounting somewhat?

A. No, it is stationary; has been running for years with very little fluctuation.

Q. You feel that you need advertising in order to keep up the volume that you have?

A. Yes, sir, we do.

Cross-examined by Mr. McKercher, Mr. Hair said he did not know whether the company's present advertising agency or others with which it had had business relations were members of the "Four A's." Moreover, inasmuch as each had handled his business with profit to his company, it made not the slightest difference to him.

Mr. Burr wanted Mr. Roberts to tell what, in his judgment, advertising does for the Pepsodent Company as compared with salesmen.

"Is it the important end of your consumer demand?" he asked.

A. Absolutely. Our company has been based upon consumer demand. In the early days we had no salesmen. We have only ten salesmen now, and recently had only two.

Q. Could you work up consumer demand by salesmen?

A. No.

Q. How do you get your consumer demand? Solely through advertising?

A. You can not work through salesmen unless you are working on a house-to-house basis.

Q. But your plan has been to work it up through advertising?

A. Yes, sir; tell our own story to the consumer.

Q. About how much in round figures does your company spend for advertising purposes annually?

A. Domestically, over \$2,000,000 a year.

Q. How large a proportion of that goes into newspaper advertising, including rotogravure?

A. Between 35 and 40 per cent.

Q. And you pay your advertising agency 15 per cent, do you, on your space?

A. They get 15 per cent from the publishers.

Q. Yes, and you pay the gross rates?

A. Yes, sir.

Q. They don't split that difference with you?

A. No, sir.

Q. Do you find that the advertising enables your salesmen to get better results than a salesmen would get if not supported by this advertising?

A. Absolutely so. The company would hardly be in existence today, I think, without the advertising.

Q. Can you tell me the reason for employing salesmen after you had gotten along for so long without them?

A. Merely to smooth over differences of opinion, what we would call troubleshooting, to a certain extent, due to serious cut rate situations, and due to misunderstandings. With increased competition it became necessary, to reach the retail trade, to understand this side of the store a little more than they would otherwise.

Q. It was the view of the company they would get better results by hiring an advertising agency than they would by doing it themselves?

A. Absolutely.

Mr. Chapin testified that he regarded advertising as being the most important feature of his company's distribution plan.

Q. You are using advertising to a greater extent, the company is, than formerly?

A. Yes, we are using more advertising each year.

Q. About how much do you expend in newspaper advertising annually at the present time?

A. I would say some where near \$500,000 a year—about 50 per cent of our total cost.

Mr. Chapin added that about three-fourths of the Hart, Schaffner & Marx newspaper appropriation is placed directly through local dealers.

## Commission System Illogical, but Practical, Says O. C. Harn

O. C. HARN, managing director of the Audit Bureau of Circulations, was questioned as to his experiences and policies as advertising manager of the National Lead Company, of New York—a position he held for twenty-one years before assuming his present work. He strongly indorsed the advertising agency even in the preparation and placing of highly technical copy, saying National Lead followed this policy because it saved money by so doing. He thought so well of agency service that he often paid an extra commission when conditions warranted it.

Q. What did the advertising agency do for your company when you employed the agency? Did they write your copy for you?

A. Considerable of it, yes.

Q. Did you pay them on a percentage basis or upon a commission basis during that period, the advertising agency?

A. We paid them a commission upon the amount collected.

Q. Was it your opinion that you were able through the advertising agency to have better copy and better service than you would be able to do for yourselves?

A. Yes.

Q. You think your company didn't write as good copy or couldn't write as good copy as the advertising agency was able to do for them?

A. Well, we could have done it, but it would have cost us more money.

Q. Would it have cost you more money if you had been able to secure an advertising agency to perform the service you desired and do more of the work yourselves, in the organization of the National Lead Company?

A. We could have done that, and we had many opportunities to do it, but I always found that we got more out of the agency that we employed than we could otherwise. That is the reason I stayed with them 21 years.

Q. Stayed with whom?

A. The advertising agency.

Q. What is your view, Mr. Harn, as to the merits of this commission basis, and the 15 per cent differential basis as a means for compensating advertising agencies?

A. Theoretically, I think the commission basis is illogical.

Q. In what respects?

A. Well, you are paying a commission to a purchasing agent for the amount he spends. But on the other hand,

practically, I think it is the only way so far under the present conditions that it can be done. I might say, however, that we didn't deal altogether on a commission basis. We sometimes paid more than our regular commission.

Q. You paid an addition to the 15 per cent regular rate?

A. Yes.

Q. To how large an extent?

A. Oh, I can't give you the exact percentage, but it was mostly in connection with trade publications and small expenditures that they couldn't make enough money out of it to compensate them and we were willing to pay the extra for the work that they did.

Q. Well, now, isn't there a tendency, Mr. Harn, and didn't you find a tendency in your own company to give work to an advertising agency which you would just as soon have done for yourselves, perhaps would have preferred to do for yourselves, simply because they were charging 15 per cent anyway?

A. No. I think the tendency was the other way. For example, we did for a long while write the copy for the technical papers.

Q. Yes.

A. And the last few years we placed that also in the hands of our agency and paid extra for it.

Q. Paid extra for it?

A. Yes.

Q. Mr. Harn, I would like to ask you if you didn't tell me in New York that you made extra work enough for your advertising agency to take care of the amount of fees you were paying them, work which you would otherwise have done for yourselves?

A. No, I don't think I said it in that way. I did say this: It has always been my theory—I said a moment ago I thought this system was illogical, and I do think so. But since it is the condition under which we work, I always felt that it was the duty of the advertiser, if he is looking out for his own interests, to see that in every case the agency earned what we paid him.

Q. I see. And you make work enough for that purpose, is that true?

A. We used them in every possible way that we could within the bounds of their functions.

Q. Now, if I understand you correctly, in some instances you have paid the advertising agency more than the 15 per cent differential for the sake of getting additional service that you desire, is that true?

A. Yes, sir.

Q. What was the nature of that service?

A. Copy.

Q. Preparation of copy?

A. We used to always write our own technical copy because we felt we knew more about how to talk to technical people than they did. But we became dissatisfied with our own work in that regard.

Q. I see.

A. And in the last few years, our

regular agency has been writing that copy.

Cross-Examination by Mr. McKercher:

Q. Mr. Harn, isn't it true that this technical copy, so-called, was for the use of trade papers, technical journals?

A. Yes, sir.

Q. Isn't it also true those papers would not pay the agency a commission?

A. Some of them do and some do not.

Q. Isn't it true in such cases where they do not that was the place where you were charged and paid a straight fee on a commission or another basis?

A. Well, I wouldn't want to depend on my memory for that. I should say in general that was the case, but we also paid extra, even when they got a commission, in case the business was so small, that is, the circulation involved or the amount placed was so small that they couldn't make enough out of it with their regular 15 per cent commission to compensate them for what they did for us, when it took just as much or more on their part to prepare for some little business publication than it did for some large campaign. They had a longer series sometimes—took more study on their part to make it up.

### Full Card Rate Paid by Direct Advertiser

**A.** E. MCKINSTRY, vice-president of the International Harvester Company, in describing the advertising policy of his organization, said no agency was employed and all space was purchased direct from the publishers. However, as was related in last week's PRINTERS' INK, this is done purely as a question of policy and has no relationship to rates. The International always expects to pay full card rates, Mr. McKinstry said, although in some cases the copy placed by branch-house managers is paid for on the local rate basis. Advertising agencies are not used because of the highly specialized and technical nature of the company's products.

Q. In the sale of your agricultural implements, what is your method of distribution? Upon what methods of distribution does your company sell?

A. We employ what is known as the branch house method of distribution. We have approximately 136 branch houses in the United States, each distributing our goods in their respective territories through local dealers with whom the branches contract. That is our method of distribution.

Q. You ship your goods from the factory to warehouses in various parts of the country?

A. We ship them both ways. We

ship some of them direct to the dealer and distributor and others to our branch houses and they are in turn shipped from the branch houses to our dealers.

Q. You don't employ the means of distribution through jobbers and wholesalers outside of your organization?

A. No, sir, we do not.

Q. In other words, the company either through its home office or factory or through one of its branch sales offices distributes direct to the dealer. Is that correct?

A. Yes, sir. It is all done through the branch houses. Of course, we do sell a smaller branch house direct in some lines, such as motor trucks, for example. We sell motor trucks direct from our branch houses to the consumer, but that is the only line in our line where that practice obtains.

Q. In cases of that kind, your branch house is the retailer as well?

A. Yes, sir.

Q. Is the International Harvester a large advertiser?

A. It is, yes, sir, relatively so, I suppose.

Q. Do you employ newspaper advertising to a large extent?

A. Yes, sir.

Q. What types of newspapers do you use? The large dailies or the small country weeklies or the medium sized, or all of them?

A. Well, we use all of them, but in different ways.

Q. Would you elaborate that a little bit for me?

A. Yes, sir. We furnish our local dealers with sheets on which we show what we consider to be suitable advertisements and we furnish them with cuts and lithographs and try to induce them to advertise in their local papers. The dealer pays for that advertising himself. In the larger cities, where we have our branches, our branches place the advertising direct with the local papers in that city. We place some from our general office here in Chicago in the metropolitan dailies, but not much. It is a small proportion of the total.

Q. Now, who writes the copy for these advertisements that appear in the paper?

A. The copy that is placed by ourselves direct and by our branches, we write ourselves in our advertising department. Our advertising department prepares it.

Q. Who writes the copy where the local dealers place it?

A. Well, if the local dealer doesn't accept our suggestion, he writes it himself. Sometimes he prefers his own copy, and he writes that himself, and uses our cuts. That is a matter of his own volition, and his own choice and decision.

Q. About how large is the appropriation of your company for newspaper advertising, in an ordinary average year, in round figures?

A. Well, that is a little difficult to answer because we vary our advertising during different years, and at different seasons of the year, depending on circumstances. I can give you the figures for 1926, fairly accurately.

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Q. That would do pretty well.

A. Well, domestic advertising budget in 1926, was approximately two and one quarter million dollars, of which ten to twelve per cent was in the daily newspapers.

Q. How valuable do you consider daily newspaper advertising?

A. We attach a high value to it.

Q. For what purpose do you use it?

A. We use it for all purposes, but particularly for motor trucks.

Q. Does it fill a part in your advertising campaign that you couldn't fill by some other method, like outdoor advertising, or could you substitute for it?

A. No, I don't believe you could substitute anything for our great daily papers as an advertising medium.

Q. Did you ever employ a newspaper agency for the preparation of newspaper copy?

A. Yes.

Q. How long ago?

A. We started with an agency—with the formation of the company in 1902, and we continued the agency method until the fall of 1911, as I recall it.

Q. What was your reason for making that change, if you had any reason?

A. Well, when our company was first organized and started, we had comparatively a limited number of branches and we had a very simple and limited line of goods. As time went on, we increased the number of our branches very rapidly, and we increased the number of lines very rapidly, until, at the time we discontinued, we had what we termed a full line, covering a great variety of implements all the way from tractors to cream separators, and when we continued opening our branches, we wanted them to become identified with the communities in which they were doing business, and we thought one of the ways in which to bring that about, bring about direct contact, was to have them place the advertising matter with the local papers. It gave them a standing in their community. Our people live in these different communities, and we have substantial organizations, and they are a part of them, and we wanted them to become a part of the community, and identify ourselves with the community, and we, therefore, felt that by having them place the advertising matter was a step in that direction.

The other reason was that with the growth of our business, and the increase in our line, the advertising became a very highly specialized and technical matter. It required a man that could advertise successfully a tractor, and that man would be a poor man to advertise a cream separator, or a man who advertised a combined reaper and thresher would be a poor man to advertise plows. It became a specialized business requiring personal, intimate touch and relationship with it. And so far as mechanically concerned, it required also a close and intimate touch with the markets for the several lines representing our complete line.

Q. Do you feel that intimate knowledge of the line to be advertised was more valuable than the so-called outside

point of view, or how do you estimate that outside point of view?

A. We feel that we have got the outside point of view. We feel we are in sufficiently close touch with the country as a whole through all our branches and our organization generally so that we have that point of view ourselves.

Q. Do you obtain from the newspapers that you advertise in the net rate, so-called?

A. Not to my knowledge.

Q. You don't obtain from these urban dailies that you advertise in?

A. The matter is placed without any reference to the rates, one way or the other. If the paper tells us that its rate is a certain rate, we place the advertisement at that rate without any argument or question about it.

Q. You are taking the local rate, are you not, from your branches?

A. I presume we are. I don't know. If there is a local rate in existence, I presume we do, naturally.

Q. How large an amount of advertising in newspapers do you place, aside from your local branches, the third matter as I think you outlined it in your testimony?

A. The only advertising we place in that way is our Chicago advertising, city advertising.

Q. And you pay the card rate on that, do you?

A. We pay the regular rate.

Q. You realize that an advertising agency could write the advertising and obtain a less rate on those particular Chicago dailies, do you?

A. Yes, sir.

Q. Now, on your magazine advertising, I understand you employ an advertising agency, do you?

A. No, sir, we do not. We place none of our advertising through an agency. In magazines and farm papers, we place it all direct ourselves.

Q. And pay the gross rate?

A. And pay the gross rate.

Cross examination by Mr. Rankine:

Q. Do you maintain a news or publicity department in connection with your advertising?

A. Not unless you would call a house organ such. We have a house organ that we maintain, and we have a publicity man who keeps together our general publicity, if that is what you have in mind.

Q. Well, do you send out any news items to the newspapers?

A. Not without invitation.

## A Fur Company Wants Agency Commission

DURING the last ten years, A. B. Shubert, Inc., of Chicago, dealer and trader in American raw furs, has been investing

all the way from \$20,000 to \$300,000 a year in newspaper advertising, using mostly small-town dailies and weeklies. According to testimony given at the hearing by Stanley T. Keshen, manager of the company, the Shubert organization feels that it is entitled to the agency discount and has been making a continuous effort during that time to secure it. Some papers have granted the privilege and others have not. Those which have not, did not get any of the company's advertising.

Mr. Burr introduced a file of correspondence showing, according to the witness's testimony, that just about half of the newspapers refused to grant the agency commission.

In the course of an argument among counsel over the admission of the correspondence, Mr. Burr made this statement:

"My contention is that this correspondence tends to show that the movement toward preventing the direct advertiser from obtaining net rates has had an influential effect upon the ability of this advertiser to obtain such rates. It shows simultaneous action on the part of numerous newspapers along the line of denying net rates, and many of the letters refer specifically to the action of the A.N.P.A."

It will be observed that Mr. Burr always refers to "net" rate, while the respondents call the rates "agency commission." Here, of course, is the main part of the argument.

Mr. McKercher, in examining the witness on this point, brought out the following:

**Q.** Mr. Keshen, what is your definition of the words "net rate" you have used in your direct testimony?

**A.** The net rate would be the lowest possible rate obtainable, all the commissions or discounts off.

**Q.** You know what the card rate is, don't you?

**A.** Yes, sir.

**Q.** Every one of these letters that have been introduced on your direct testimony refers to a card rate. The publisher sends you his card rate, and tells you he will not allow agency commission to you. Isn't that what you mean when you say "net rate,"—the card rate less the agency commission?

**A.** We have always had the card rate,

less the agency commission, and any other discounts.

**Q.** None of those cards sent to you by the publishers mentions net rate at all?

**A.** I don't know that.

**Q.** These papers that have written to you in this batch of correspondence offered in evidence tell you that they will give you the cash discount, but will not give you the agency commission?

**A.** I think some refer to the cash discount.

**Q.** They say they will give you that, don't they?

**A.** Some of them.

To fortify what he had built up in the preceding testimony, Mr. McKercher caused Mr. Keshen to appear next day with correspondence showing the names of thirty-nine newspapers granting the agency commission and cash discount. These papers the company used. Mr. Keshen supplied another list of 132 newspapers offering the agency commission and cash discount which the company did not use. Mr. McKercher here established that the Shubert organization was not restricted in its advertising activities because of the attitude of newspapers, as claimed in the Commission complaint.

## What Copy Costs a Direct Advertiser

THOMAS J. GLENN, general manager of Foley & Co., manufacturers of Foley's Honey and Tar Cough Syrup, testified that his company advertises in between 500 and 1,000 newspapers, and that all allow him the agency commission—or the "net rate," as Mr. Glenn preferred to call it. Unless a newspaper will allow such commission, he refuses to advertise in it. The list of newspapers declining his copy on this basis, he said, is rapidly increasing of late. Mr. Rankine, representing the A.N.P.A., brought out the admission, however, that newspapers are turning down much copy for patent medicine firms—the inference being that the declination is due to the class of the advertising rather than refusal to allow the agency commission. The witness testified that his advertising depart-

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ment cost 15 per cent of the cost of space used.

Q. Now, you sell your product all over the country pretty much, do you?

A. Yes, sir, we do.

Q. Is this your home office?

A. It is.

Q. You have your factory here?

A. Yes, sir.

Q. And you ship out from this factory to wholesalers in various parts of the country, is that correct?

A. Yes, and to retailers.

Q. You do business direct with the retailers in some instances?

A. Yes, sir.

Q. Is Foley & Company a direct advertiser?

A. They are.

Q. Do you use newspapers much in your advertising?

A. We do.

Q. How large, approximately, is your appropriation for advertising?

A. For newspapers or the total advertising?

Q. Well, yes, the total, I was going to ask first if you don't mind giving me that.

A. Approximately \$150,000.

Q. Out of that how much is used in newspapers?

A. Approximately \$100,000.

Q. What class of newspapers do you use—the larger urban dailies, or the middle size or the country papers?

A. Principally the small country papers.

Q. Now, your company has been a direct advertiser for how long a period?

A. For somewhere between 45 and 50 years.

Q. Do you get the direct rate?

A. We do.

Q. Have you always gotten the direct rate over that period?

A. We have.

Q. Do you get the direct rate in all the papers you use, or do you find refusals on some?

A. We have occasional refusals, in which case we don't advertise in that particular paper.

Q. What do you find about those refusals? Are they increasing or diminishing?

A. Oh, I think they are increasing.

Q. Do you find any paper that has heretofore used your advertisements, has more latterly refused you?

A. I have no direct specific information on that, except our space buyer reports it is getting more difficult each year to keep up his contracts.

Q. How does your company regard newspaper advertising? Is it essential, or could they use some other means of making up the same customer demand?

A. We regard it as absolutely essential.

Q. Couldn't you use outdoor advertising and bill posters out through the

country sections, and get the same results?

A. I think not, not at the same cost.

Q. You maintain your own advertising department of which you are chief, is that correct?

A. Yes.

Q. And when you want to start a campaign, is your campaign seasonal, or do you keep it up pretty steadily?

A. We keep it up approximately eight months out of the year.

Q. Who writes the copy for you?

A. Our advertising manager, Mrs. Horn.

Q. Do you change that copy to adapt it to conditions in the various localities, or is it pretty uniform?

A. It is nationalized.

Q. Do you employ an advertising agency at all?

A. No, we do not.

Q. For any of your work?

A. Occasionally we have a booklet made by someone that might appeal to us, but not in placing our copy.

Q. You don't use magazine advertising?

A. No.

Q. Why does your company not employ advertising agencies?

A. We think it is more beneficial for the company to operate our own advertising department.

Q. Isn't it of some value to get this outside point of view from someone who isn't close to the business?

A. We think not.

Q. Have you been solicited for your work by advertising agencies from time to time?

A. Frequently.

Q. Have you ever computed on your advertising department—not the space, but the advertising department—what it costs Foley & Company?

A. Yes, we have.

Q. Does it run to 15 per cent of the cost of the space that you use?

A. Yes, it does.

Q. Would it run much more than that?

A. That would be approximately its cost.

Q. If you used an advertising agency, could you do away with your advertising department entirely?

A. No, we could not.

Q. It would be greatly reduced, would it not?

A. It could be reduced, yes. It would be reduced seventy-five per cent.

Q. It would be reduced by seventy-five per cent?

A. Yes.

Cross examination by Mr. McKercher:

Q. Mr. Glenn, I think you said occasionally you had refusals to pay this agency commission to you?

A. Yes.

Q. Can't you give us a little more definite idea of the extent of those refusals? Can't you give us approxi-



#### WHAT THE "4 A'S" SIGNIFY

The American Association of Advertising Agencies is dedicated to the principle that the interests of the client are paramount to every other consideration — save that of ethical procedure. Evidence of this high regard for the interests of each client is shown by its universal use of A.B.P. papers without incentive other than the desire to serve each client well.

## They agree as to

Here are the facts in the case:

The A.A.A.A. has indicated its belief and established its position with reference to business and professional paper advertising by a *favorable verdict* of 203 to 11.

The 203 figure is the number of "4A" Advertising Agencies and branches on the "*A.B.P.*" *Agency List* for the past year out of a total of 214.

But what is still more significant:

**100 of the "FIRST 200" A.B.P.  
Agents Are Also "4 A" Agents**

The "First 200" is the A.B.P. Honor Roll of agents using the most space in A.B.P. publications in 1926. It consists

---

**The Associated Business Papers, Inc.**

**WHAT THE A.B.P. STANDS FOR**

The A.B.P. is a non-profit organization whose members have pledged themselves to a working code of practice in which the interests of the men of American industry, trade and professions are placed first—a code demanding unbiased editorial pages, classified and verified paid subscribers, and honest advertising of dependable products.



## agency practice!

of the "First 200" on the general "A.B.P." list of 1209 agents.

Besides the "4 A" Agencies, almost all of whom are on the A.B.P. list, this list includes hundreds of other leading agencies, embracing the foremost technical and general advertising agencies in the United States and Canada.

These facts show an unmistakable tendency in modern agency practice towards a more consistent use of space in professional and business journals—and an increasing appreciation of the advantages of concentration in "A.B.P." papers, which dominate in each of their respective fields.

*It is "good practice" because it builds up and thus holds the client's business!*

---

52 Vanderbilt Avenue, New York City

Oct. 13, 1927

mately the number of such refusals in the last five years?

A. It would be a mere guess. I would say not over twenty-five papers that we have tried to place our copy with.

Q. And they have refused to give you the agency commission?

A. They have refused to give us the agency commission.

Q. You did not place your advertising for that reason?

A. Yes, sir.

Q. Is that the only reason?

A. That is the only reason in those specific papers.

Q. Now, to get again a little more complete picture of this, how many papers have you used in that same period which have paid agency commissions, roughly?

A. We use between five hundred and a thousand papers.

Q. They pay you the agency commission?

A. They allow us their net rate.

Q. Well, that is what it means, isn't it?

A. That is what it means, but we don't recognize it as such.

Q. You prefer to call it the net rate. Did you ever see a card that showed a net rate and not gross rate?

A. Yes, sir.

Q. Where?

A. Different newspapers.

Q. Don't they publish what they call a card rate, and publish the discounts from that card rate? Do they call it the net rate on the card?

A. I am not familiar enough to say.

Q. You can't say you ever saw the expression "net rate" on a card from a publisher?

A. Yes, I would positively say so, but when and where I can't identify it.

Q. It is usual, is it?

A. I believe not.

Mr. Finlay: Could you specify the publisher?

A. I could not.

By Mr. McKercher:

Q. These agencies, you say, frequently solicit your business?

A. Yes, sir.

Q. And, of course, your policy is to do your own advertising and operate directly with publishers, and you do not employ agencies?

A. Exactly.

Q. Have you ever known of any interference that the agencies succeeded in accomplishing in your chosen method of doing business?

A. Not specifically.

Cross-examination by Mr. Rankine:

Q. Mr. Glenn, did I understand you to testify that your company obtained its own advertising copy, and placed its own advertising direct with the newspapers for the past forty-five to fifty years?

A. Yes, sir.

Cross-examination by Mr. Finlay:

Q. Mr. Glenn, how long have those newspapers been paying you the fifteen per cent?

A. They have never paid us fifteen.

Q. How long have they been paying you the net rate, which is fifteen per cent?

A. Since the start of the business.

Q. Fifty years ago?

A. Approximately.

Re-cross-examination by Mr. McKercher:

Q. Has it always been fifteen per cent?

A. No, I believe it has varied.

Q. It has been more than that and less than that at various times?

A. I believe it has varied at different times, and I am not prepared to testify as to what happened fifty years ago.

Re-cross-examination by Mr. Rankine:

Q. Is it not a fact that a number of newspapers are refusing to take advertisements such as yours, and that number is increasing?

A. Yes, sir.

Q. For your type of business?

A. Yes, sir.

## Place of Western Council in Operating Plan of A. A. A. A.

ATTORNEY BURR was especially interested in the functioning of the Western Council of the American Association of Advertising Agencies. His purpose was to establish, if possible, that the Council employed disciplinary methods in enforcing the Association's standard of ethics with regard to charging and retaining the full 15 per cent agency commission. Testimony was given by James W. Young, vice-president of the J. Walter Thompson Company, and John Benson, president of Benson, Gamble, Johnson & Read. Both are former chairmen of the Western Council. Mr. Young is now president of the national association. Mr. Benson is a former president.

Mr. Young declared that the Western Council is carried on strictly from a standpoint of helpfulness to its members and that no enforcement of the so-called ethical standard is attempted.

"Well, then," Mr. Burr asked,

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"what are the functions of the Western Council? What do they do for a living?" To this, Mr. Young replied with apparent reference to his experiences as chairman of that council:

Well, as I recall my program the first thing I did was to hold a dinner meeting, to which I invited the newly-elected president of the association to come and make a talk. He came and talked, with exhibits on changes in distribution methods, such as you might call an educational meeting and general get-together. After that I developed a program in which I tried to organize the members of the member agencies into groups of special interest. Men who were interested in copyrighting to get together, and the men who were interested in art work to get together, and discuss the technical problems of the business. Broadly speaking, my program was one to encourage the study of the technical problems of the business, and I worked along those lines.

Q. Now, we have offered in evidence here in this case some things having to do with research as to ethical principles by the Four A's, and I would like to ask whether the council has anything to do with maintaining the ethics as laid down by the parent body?

A. I do not recall any activity of the Western Council along that line, except possibly from time to time discussions of them in connection with general sound business practice.

Q. You haven't any committee on ethics?

A. Not that I know of.

Q. Or no committee on discipline?

A. No sir, I never heard of one.

Q. Is there any machinery whereby one who has offended or is charged with having offended against your rules of practice and so forth, standards of practice, can be brought up and kindly or unkindly dealt with?

A. I have never known of such a case.

Q. They have no means whereby these standards of practice can be urged upon the membership whatsoever?

A. Only as an individual might urge them in a talk.

Q. You do your best as individuals to urge them, do you?

A. I personally do.

To determine whether there is any close community of interest among association members in the way of failing to compete vigorously for business Mr. Burr asked Mr. Young these questions:

Q. Now, several of the clients that you had in 1924, as you testified before, or therabouts, have gone to other agencies. You have also received new accounts, I presume?

A. Yes, sir.

Q. Some of whom are people who didn't advertise before and some are those who have come from other agencies, is that correct?

A. I think that would be correct.

Q. What do you find is the average length of time that the relationship between your agency and the advertiser continued?

A. Something over ten years.

Q. That is very much higher than the average of the advertising business as a whole, is it not?

A. I hope so.

Q. Yes. Is the J. Walter Thompson Company interested financially in any of its clients?

A. No, sir.

Q. Are any of the principal men in the J. Walter Thompson Company interested in any of the clients financially?

A. Except possibly they may own stock listed on the New York Stock Exchange, some of them.

Q. Does that relationship take place between advertising agencies and advertisers in any cases that you know of?

A. Well, you hear rumors of that kind occasionally. Not often.

Q. As far as you know, what instances of that kind are there?

A. Well, can you define that a little for us? You mean an agency as an agency owning a manufacturing company?

Q. Yes, or its principal men owning a manufacturing company who is advertising that product. I have heard of a good many cases of that kind. I was just interested to know if that was the case?

A. Well, I think there is a case here in town where an advertising agent by the name of Claude Hopkins owns a line of proprietary remedies known as Edna Wallace Hopper. At least that was rumored. I have no personal knowledge to that effect.

In questioning Mr. Benson, the Commission attorney dwelt in considerable detail upon the meetings of the Western Council and then asked:

Q. Do you ever discuss at those meetings the standards of practice that have been laid down by the Four A's, or the infractions of those standards?

A. I don't recall such a discussion.

Q. These standards of practice, how are they maintained by the Four A's, or aren't they?

A. Well, I am afraid they are not so well maintained as they ought to be.

Q. They are nice ideals, but more honored in the breach than in the observance, is that it?

A. I haven't any definite opinion about it. I sometimes feel one way and sometimes another. I just doubt that the standards of practice are observed as universally as they should be for the good of the business.

Q. Now, the standards of practice frown upon sharing the differential with the advertiser, do they not?

A. Yes, they do.

Q. I wish you would tell me whether the Western Council takes any cogniz-

**REAL INDUSTRIAL**

# What happened here?

Dear Bill  
Our sales manager,  
quite unconsciously,  
has shown me the  
secret of my failure  
with the other company  
and at the same time  
given me the big  
reason for my success  
with this company.  
Do you know  
that secret?

(So wrote an industrial salesman  
to a McGraw-Hill friend.)

[ **McGRAW-HILL**

New York

Chicago

Cleveland

Philadelphia

## ALL MARKETING PROBLEMS

No. 10 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

This salesman had resigned from his old firm because he never seemed to get beyond first base with his prospects.

(His old firm manifested an indifferent attitude toward Industrial Advertising. Consequently, so did all the salesmen. An advertisement was published now and then. There was no real advertising plan and no real investigation of industrial media. When an advertisement appeared it was crammed full of cuts and copy.)

He went with another company making a similar product and within one year made such progress that he was assigned the "hard-nut" territory.

(His present firm invests \$30,000 a year in specialized Industrial Advertising in four Industrial Publications. These publications are regularly read by the engineers and production men with whom this firm's salesmen are contacting. Between 110 and 125 advertisements are published annually. These total around 200 pages of full-page and double-page advertisements. Each advertisement describes one product only.)

Getting industrial recognition of the engineering salesman and each product that he sells need not be a costly job, but it must be a specialized and continuous one. Industrial salesmen are realizing more and more the value of properly planned Industrial Advertising in securing for them that intimacy so helpful to both salesman and buyer.

## PUBLICATIONS

Philadelphia

San Francisco

London

Oct. 13, 1927

ance of when that rule is broken, that standard is broken?

A. I don't believe it has ever taken any action. Not that I recall.

Q. Do you recall any case where inquiry has been examined into by a committee or otherwise of any infraction of the standards of practice?

A. I don't believe so.

Q. Do you know whether the Four A's inquire into breaches of their standards?

A. Yes, sir.

Q. What means have they for doing it?

A. That is a national committee.

Q. Are charges brought before the national committee of breaches of those rules?

A. Yes. The committee does not initiate anything of that sort, but if complaint is made it may hear the case.

Q. What committee does that go before?

A. It is called the Grievance Committee.

Q. Has that Grievance Committee had much work to do along that line?

A. Oh, I don't think it has handled over five or six cases in its history. That would be my estimate, and it never takes a coercive action of any sort. And the board does not take any coercive action of any sort. It is more a moral question, a talk to the member as preacher would talk to his flock. Sometimes it is very ineffective, and sometimes will work. As a member of the board I have listened to reports from the Grievance Committee, and there have been oral discussions around the table. I don't think anybody wanted to, just for the sake of delicacy, put things in writing. Maybe they did. But they didn't want to pillory their own members, just wanted to talk to them.

Q. Now, you say you have known about what you designate as about five cases of that kind?

A. I should think there have been five or six cases dealt with.

Q. Those were evasions of some standard of practice? Was it the standard against dividing or sharing the differential, or what was it?

A. Well, I think I can remember a case of a member who divided with the advertiser, his case. Some of those cases were not cases that would exactly infringe the standards of the association. They were unfriendly or lacking good sportsmanship or unfair. For instance, somebody might secede from an agency that had employed him and try to rob that agency of business, and the association would talk to both parties and see what could be adjusted.

Q. In other words, the standards of practice include more than this separating of differentials?

A. There is a large area of good sportsmanship and fair business that it covers.

Q. Let me ask you, whether personal contact and personal persuasion is not in your judgment an effective way to eliminate some of these practices that have been frowned down upon by the Four A's.

A. I think it would be.

While Mr. Benson was president of the agency association, he had certain correspondence with the late Collin Armstrong, who was chairman of the organization's newspaper committee. In response to the Commission's *subpoena duces tecum* he brought to the hearing the original letters and carbons. These Mr. Burr submitted as evidence that the association as a body was proceeding officially to enforce the 15 per cent commission agreement and to induce publishers to bar agencies who would not follow it out—also to deprive advertisers, not organized as agencies, of the privilege of paying anything less than regular card rates.

Mr. McKercher, representing the association, brought out in cross examination, however, that the correspondence referred to the discrepancy between national and local newspaper rates. It was further established that the association has never succeeded in accomplishing anything to regulate this practice on the part of newspapers.

## The Agency "Recognition" System

L. B. PALMER, of New York, secretary of the American Newspaper Publishers' Association, was questioned in detail as to the A.N.P.A. method of compiling the association's list of recognized advertising agencies. Attorney Burr's object here was to establish that the list was highly confidential and exclusive and that it constituted substantially the sole basis for recognition of an agency by an individual publisher member.

Mr. Palmer was able to establish, however, that the list was merely advisory and designed mainly to show dependable information as to an agency's credit, much after the fashion of Dun and Bradstreet. In this he was emphatically backed up by Walter A. Strong, publisher of the Chicago *Daily News*, and M. C. Meigs, publisher of the Chicago *Herald and Examiner*—also by George J. Noe, president of the Newspaper Representatives'

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Association of Chicago, and Miss Gertrude Byrne, executive secretary of that organization. The testimony of the five persons named follows in the order of their appearance. In this way the story is complete.

First Mr. Palmer. After some preliminary questioning, Mr. Burr asked:

Q. Now, Mr. Palmer, when you have an advertising agency in Chicago applying for recognition, how do you handle it? What happens?

A. We supply an applicant with printed forms.

Q. That is the one we have already offered in evidence here?

A. Yes, or its successor.

Q. Have you got a new form?

A. We have changed forms from time to time. They are substantially the same. A form calling for all information desired by our committee, with various sheets or forms, calling for the advertising accounts that are placed, the volume and classification of advertising placed, and the principal newspapers in which copy of the various advertisers is being placed. Do you want the entire sequence of events?

Q. Yes, I think that is good.

A. We then analyze the financial condition, and seek the fullest information regarding the organization applying, verify the placing as stated in the application. We then prepare a statement of facts—

Q. Now, when you say "we," that is your office?

A. My office. We do all of this preliminary work. We then prepare a statement of facts, and digest, mail that digest or statement of facts to each member of the committee.

Q. The committee you just named?

A. Yes. When they return their votes, we record the votes. If a majority are in favor of putting them on our list of advertising agents, they are then put on that list.

Q. In other words, the committee has the power to put them on the list?

A. The majority vote controls.

Q. Do the officers vote on that also?

A. The entire committee. Now, although at times we hold meetings of that committee, at any time should an application be perfected and ready to submit to the committee shortly or within a few weeks or a couple of weeks of a meeting of the committee, it would be held for consideration at the meeting, rather than being mailed, some of the members of the committee being at a great distance.

Q. You don't have very many committee meetings a year, or do you?

A. Usually one.

Q. Do you hold these applications up for annual meeting?

A. Should an application be perfected and ready to mail out to the committee within two, or perhaps three

weeks of an annual convention, they would then be held for consideration at the meeting, rather than being mailed.

Q. This report on the facts contains information which you have garnered from correspondence?

A. In any way, from any source. It is my duty to supply to the agents' committee a statement containing all information obtainable.

Q. Suppose somebody comes up here from St. Louis, we will say, and wants to be recognized by the A.N.P.A. Do you send for any information, or ask for any report from the St. Louis members?

A. From every conceivable source from which we might hope to secure information of use to the committee.

Q. Now, when that information is returned, do you send a copy of the information to the applicant?

A. No.

Q. That is confidential, is it?

A. Why, all we do is to digest it and submit it to a committee.

Q. Then what becomes of the report? Do you make a file of it in your office?

A. Yes.

Q. As a permanent file?

A. A permanent file.

Q. And filed by the name of the advertising agency that applies, in case it comes up again?

A. Surely.

Q. It is my understanding you don't make a record against the organization. You get them to withdraw their application or their request?

A. I don't understand, Mr. Burr. You say instead of making a record against an agency.

Q. Suppose your committee acts on the A.B.C. Agency, and says you don't think they ought to be recognized. Now, do you record a vote in your file?

A. Oh, yes, "Refused."

Q. You don't ask them to withdraw their application and so close the file up?

A. If at any time it seems to me that they are very far from having the requirements of recognition, I frequently write to the applicant stating, "It seems to me so-and-so and so-and-so. But if you desire, your application will go before the committee."

Q. Now, the applicant doesn't appear before the committee?

A. No.

Q. And most of the applications, I take it, are not acted upon at the meeting, but acted upon by a circuit vote?

A. My guess is that 90 per cent of them are acted on by mail.

Q. Does the applicant know who this committee is?

A. I don't know whether he knows it or not.

Q. Is the committee a confidential committee?

A. No, it is not a confidential committee.

Q. Do you publish it in your bulletin?

A. We do publish it in our bulletin.

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# *What to Shoot at This Fall-*

**O**F NINE industries mentioned by a prominent statistical service as representing the best sales opportunities for the balance of 1927, three of them are textile industries, as follows:

**Cotton Manufacturing  
Rayon Manufacturing  
Wool Manufacturing**

From your angle, this means that you can cover three of the nine through a single publication—*Textile World*. These three branches of the textile industry are decidedly on the "up." In other words, the advertiser who appeals to mills handling cotton, rayon or wool is truly justified for every ounce of energy he spends to put his story across. . . .

*Have you a copy of  
"How to Sell to Textile Mills"?*

# **Textile World**

*Largest net paid circulation and at the highest subscription price in the textile field*

**334 FOURTH AVE., NEW YORK**

Member  
Audit Bureau of  
Circulations

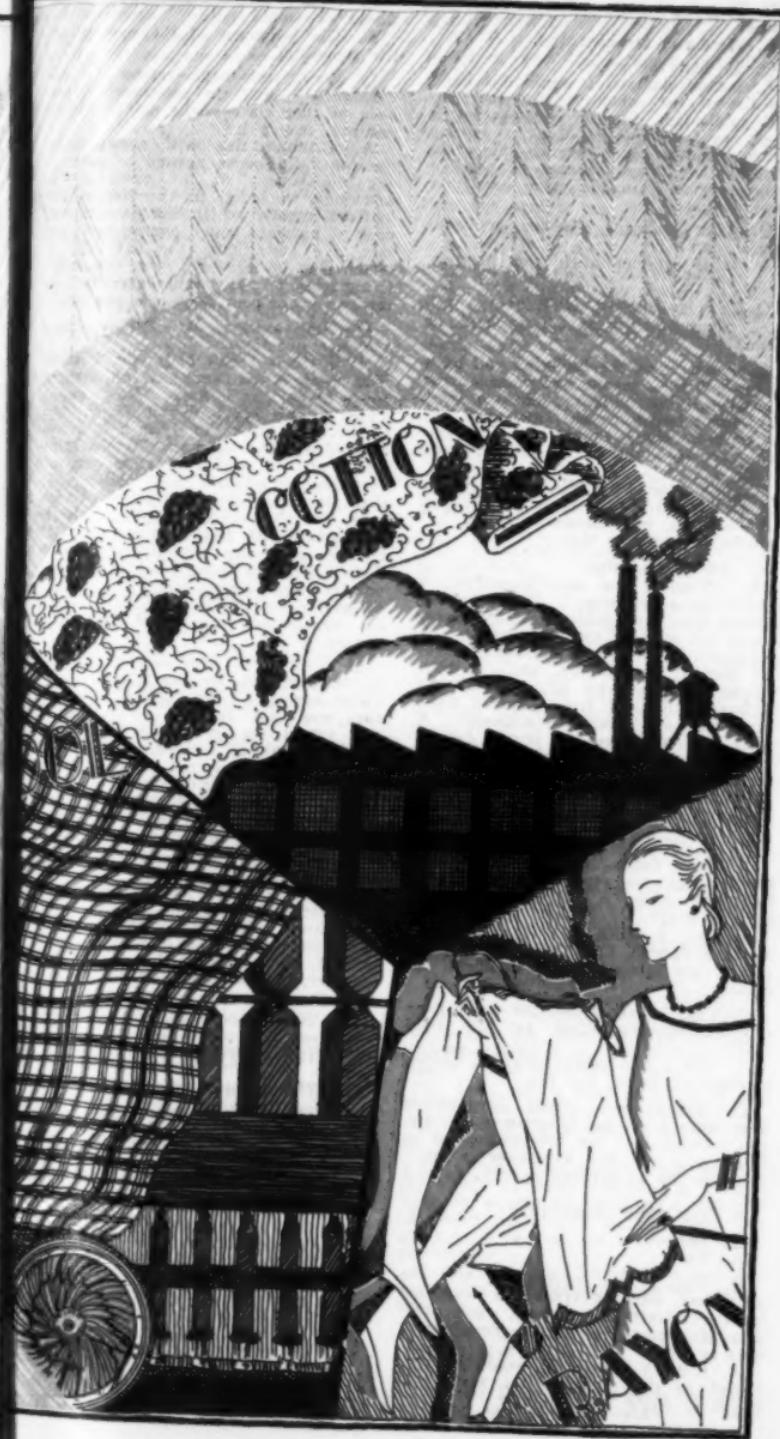


Member  
Associated Business  
Papers, Inc.

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Q. That is, the personnel of the committee?

A. We have, at times.

Q. Is that the rule?

A. I don't know. I would not hand the list of the committee out for general publication, for the reasons that it might cause the committee to receive much correspondence urging this, that or the other thing, because of possible inconvenience. On the other hand, we have published it.

Q. Your bulletin, however, is confidential, isn't it?

A. It is confidential to the membership.

Q. It is so marked, isn't it?

A. Some of them are; I think all of them.

Q. Aside from the bulletins you have in your A.B.C. series, and some of the annual meeting bulletins, do you have any other bulletins that you send out to your members; any other information you send out of a similar character?

A. We have an "A" bulletin relating in the main to correspondence. A "B" bulletin, miscellaneous, and a "C" bulletin, advertising tips.

Q. Advertising tips?

A. Tips. That is "So-and-so is placing its advertising." New accounts coming in. Free publicity bulletin, exposing the work of the press agents. A newsprint bulletin giving conditions of the market, newspapers, etc., a labor bulletin, dealing with labor matters, a mechanical bulletin from time to time, from our mechanical department. A traffic bulletin from the traffic department. And when we have miscellaneous matters of special importance, "B-Special" is the designation.

Q. What is the designation?

A. "B-Special."

Q. Now, those "B-Special" bulletins are not given the same serial page number with your A.B.C. bulletins you have at first?

A. Yes, I think so. The bulletins, A, B, B-Special, C, publicity and newsprints are given serial numbers together.

Q. That is, are given the serial page number running down to this time here?

A. Yes. The other bulletins, traffic, mechanical, labor, are not.

Q. When you secure information with regard to an advertising agency, you inquire into the information as to whether or not any advertiser is interested in the advertising agency, do you not?

A. You mean financially?

Q. Yes.

A. Yes.

Q. And, if you ascertained that the advertiser, some advertiser, is interested in the advertising agency, that operates as a point against the recognition, does it not?

A. I don't know. It would be contained in the statement of facts. It might or might not.

Q. What would determine whether it would or would not?

A. The judgment of the members of the committee.

Q. Well, your organization has been constantly taking the position that persons of that class ought not to be recognized, hasn't it?

A. I think this will answer your question: No house agency or advertising department of an advertiser is knowingly included in the list of recognized agents, which list is composed only of agencies which comply with certain five conditions, the first one of which may be termed bona fide advertising agency. We went over this matter two years ago, don't you remember?

Q. Not so good, Mr. Palmer. Read the last question.

A. I think I can help you, perhaps. The preface of our list of agencies reads in part as follows: "No agency is added to this list unless it demonstrates to the committee: (1) That it is a bona fide advertising agency; (2) that principals are of good reputation with advertising experience and ability; (3) that its financial condition is satisfactory; (4) that its business methods are proper and its payments prompt; (5) that it is placing advertising at points distant from its home office in sufficient volume and distribution to lead the committee to believe a fair portion of the membership may need information regarding it."

Q. Now, when your answer goes back to the applicant, do you tell that advertising agency, if the answer is refused, that you have refused it—do you tell that advertising agency on what ground it is refused, or just the bare answer?

A. No, as a rule not. I receive back some twenty statements of fact mailed to the members of the committee, returned by them with their vote. I think you will see it would be in many instances rather difficult for me to convey the reason which may have caused the vote either one way or the other on the part of the various members of the committee. On the other hand, I always endeavor to be helpful to the applicant, and point out in one way or another, not always, but in many instances.

Q. Now, where there is a divided vote on the committee, and possibly close, the majority would rule, would it not?

A. The majority rules.

Q. There is no way in which the applicants can take an appeal to the organization itself from the committee?

A. Not to the organization itself. That is, it never has been done so far as I know.

Q. They don't know whether the committee was unanimous when you write them?

A. No, sir.

Q. And you say the officers all vote with the members of the committee which you have named?

A. That is, they have the privilege of voting, and I believe vote in most instances.

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Q. They get the stuff in serial order?  
A. Oh, yes.

Q. There is only one copy sent out,  
and it goes from one to another?

A. Oh, no. A separate copy goes to  
each member of the committee simultane-  
ously.

Mr. Noee, who is a member of the firm of Cone, Rothenburg & Noee, of Chicago, explained that the Newspaper Representatives' Association was organized for the purpose of promoting a fraternal spirit among its members, to secure information and help improve the representatives' service to their newspapers. Mr. Burr naturally centered his questioning around the organization's attitude toward recognized and unrecognized agencies—and how the recognition was established.

Q. Does your organization have a list of recognized agencies?

A. I believe we have such a list.

Q. Who attends to the work of telling whether or not someone should be placed upon that recognition list?

A. I don't know that we function to that degree.

Q. Well, how do you put them on your list?

A. We haven't a list ourselves. That isn't the information that we compile.

Q. That is the idea?

A. We haven't a list that we compile.

Q. You have one you use which you haven't compiled yourselves?

A. For information of the members.

Q. And what is that? The A.N.P.A. list or the S.N.P.A. list, or what?

A. Well, I believe it would be the A.N.P.A. list.

Q. Are you sure of that?

A. I am almost certain of it. I am not sure, no, but I think that is the case.

Q. Well, was there a time a few years ago when you did your own recognizing work?

A. We don't do any recognizing. We just make recommendations.

Q. Well, has your own individual organization a list of recognized agencies?

A. That I could not say. You say "some time ago." I don't know what went on some time ago.

Q. Well, say five years ago. Did you have such a list you yourselves made up?

A. No.

Q. You have been following the A.N.P.A. list, then, have you, for five years?

A. Yes.

Q. The business of the special representatives is that of selling space, is it, for the papers you represent?

A. Yes, sir.

Q. What is your class of clients? Do

you represent the urban dailies, or the country papers, or a mixture of clients?

A. We have daily newspapers in towns of from 25,000 up to 400,000.

Q. How large a list do you have?  
A. About 22 papers.

Q. Now, as special representatives, you don't handle the business of sending the mats and electrotypes out to the papers you represent?

A. Sometimes we do. Sometimes they are sent to us with the order.

Q. That is the usual rule, is it?  
A. No, it is not.

Q. Or is it out of the ordinary?  
A. It is out of the ordinary. It is only here and there we receive them.

Q. Is that by mistake or some special regulation?

A. No, sometimes it is sent in where something is to go on down with the order or they would rather have it go that way, that they happened to send the mat or the electro, or whatever it may be.

Q. Do any of the papers run direct advertisers' copy at less than gross or card rates?

A. Yes.

Q. What advertisers do they handle in that way?

A. I don't know that I can tell very many offhand. I think the Jaques Manufacturing Co. is one, and there may be one or two here and there.

Q. How about the Royal Baking Powder Company?

A. The Royal Baking Powder does not use the newspapers, to my knowledge.

Q. How about Firestone Tire and Rubber?

A. We run some of that, yes.

Q. That is, you run that at less than the card rates, do you?

A. Yes, they get a commission direct from some of our papers.

Q. You say Firestone gets a commission direct from some of your papers. Which papers are those?

A. I couldn't tell offhand without looking it up.

Q. You couldn't tell?

A. No. I think one is the Greensboro *News*, Greensboro, North Carolina. But any others I couldn't name without looking it up, and I don't know that I would have the record.

Q. Isn't that a case of using Vick's VapoRub at less than card rates?

A. Yes, I guess there are some that do it on Vick's.

Q. I wish you would state whether the policy of your company is to prevent, in so far as practicable, the use of direct advertising at less than the gross card rate of the respective newspapers?

A. Well, I don't know. We put that up to our newspapers that we represent.

Q. You give them entire freedom on that, do you?

A. We do that.

Q. How long has that been the case?

A. As long as I can recall.

Q. You never have insisted from your firm that the newspapers would not cut the card rate in favor of a direct advertiser who didn't go through an advertising agency?

A. We did not make any insistence on that.

Q. In the South do you go by the S.N.P.A.?

A. I don't believe I have ever seen a list of the S.N.P.A.

Q. They have their own list?

A. They have their own list.

Q. You do business in the South?

A. Yes, we do.

Q. If you found an agency was not listed by the A.N.P.A., then you would have to make a personal investigation of their credit standing?

A. If they were not listed—not necessarily on all of them. On a new agency.

Q. Well, you would have to make an investigation unless you had already made one?

A. Unless we had already known their condition.

Q. How would you learn their condition unless they were recognized by the A.N.P.A.?

A. We would learn it through our own sources.

Q. Well, do you maintain quite a force for investigating agencies?

A. All of our members contribute that information.

Cross-examination by Mr. Finlay (attorney for the Southern Newspaper Publishers' Association).

Q. Mr. Noee, you represent several different papers in the South, do you?

A. We do.

Q. Their practice as to whether or not they grant commissions to the advertiser is controlled in each instance by the paper?

A. By the paper.

Q. It varies, does it not, in the South?

A. It varies in what way?

Q. Well, for instance, we will say the *Times-Picayune* of New Orleans. Don't they grant Baker-Robinson the commission?

A. They do.

Q. They don't, however, grant Vick the commission?

A. They do not accept the Vick business.

Q. Why don't they accept the Vick business?

A. Because of certain claims in its medical copy; there are certain claims in the copy that do not pass their medical censor.

Q. They won't accept it anyway, from Vick, direct or indirect?

A. Unless copy is revised that will meet with the approval of the censor, who happens to be the Commissioner of Health in New Orleans.

Q. The Greensboro, North Carolina, paper does grant Vick the commission direct?

A. They do.

Q. And they allow Firestone a commission, direct?

A. They do.

Miss Byrne, who has been executive secretary of the Chicago Newspaper Representatives' Association for seven years, identified certain correspondence her office had had with the Six Point League, and then explained a certain blank form the association uses in obtaining credit and other information from advertising agencies desiring recognition.

Q. Now, if that is filled out by an advertising agency in a satisfactory fashion, what action is taken upon that agency by the association? What is done with that blank?

A. Well, I bring that blank up before the committee. We have a credit committee who look it over and analyze the financial statement.

Q. Analyze it?

A. Yes, as to assets and how much seems to be inflated and how much seems to be good.

Q. What committee is that?

A. It is called an agency credit committee.

Q. Do you keep the minutes for the agency credit committee?

A. No, we have never had minutes for that. They just tell me what they consider is the credit standing, and if anybody wants to know I can tell them what we believe is the situation.

Q. If the A.N.P.A. recognizes an agency, do you ask them to make up a form like this, or do you take the A.N.P.A. recognition?

A. Occasionally, but not very often an agent who we understand has had the recognition of the A.N.P.A. we learn is in financial trouble, and we will ask him to tell us what it is all about.

Q. You don't take the recognition list as 100 per cent?

A. Absolutely not.

Q. But in the main, that would settle it for you, and you wouldn't bother then?

A. We usually feel that they have investigated it.

Q. And you would accept it?

A. And we would accept it.

Q. Now, you don't know whether the A.N.P.A. was consulted when this form was drawn up, do you?

A. I am sure it was not.

Q. Now, if you find that the credit is satisfactory, how does the organization get the information around to its members? Do you send a bulletin that so-and-so is an advertising agency, that you have looked into its credit and you think it is all right?

A. We post to our members, particularly to agencies, we post to them that the credit of this agency is good, post the name of the agency and the fact that the credit is O. K.

## Earle Ludgin wins five first prizes for clients

General J. Leslie Kincaid, President of the American Hotels Corporation and Emerson D. Owen, Advertising Director of the United Hotels Company, have been giving us a critical analysis of the advertising in HOTEL MANAGEMENT and RESTAURANT MANAGEMENT for the past year.

They judge the advertisements of over 200 manufacturers from the viewpoint of the practical, experienced buyer. Their selections and comments are published regularly in INSTITUTIONAL MERCHANDISING, the magazine for salesmen selling to the institutional markets.

Five times the judges have awarded first selection to an advertisement prepared by Earle Ludgin, now of Ludgin & Salinger, Chicago agents.

Such a record requires a thorough grasp of hotel and restaurant problems. And one who understands these big markets must know not only how to appeal to them, but how best to reach the real buyers; not only what they want to know, but the publications they really follow for their business information.

Seven clients of Ludgin & Salinger make products for hotels or restaurants. All of them (shown below) are using HOTEL MANAGEMENT or RESTAURANT MANAGEMENT.

AHRENS  
PUBLISHING CO., Inc.

Main Office, New York  
342 Madison Avenue

Western Office, Chicago  
326 West Madison St.



The Ahrens Publishing Company, Inc., is a member of the Associated Business Papers, the Audit Bureau of Circulations and the National Publishers Association.



HOTEL  
MANAGEMENT  
*the business magazine of  
the hotel industry*

RESTAURANT  
MANAGEMENT  
*the business magazine for  
restaurants*

INSTITUTIONAL  
MERCHANDISING  
*the magazine for jobbers'  
salesmen*



# an Idea ♦♦

**★for a manufacturer of  
Colored Table Glassware**

We have an idea that will give the sales curve a decided upward tilt.

—that will make Department Stores—and other retailers—want to display your ware every month of the year—prominently.

—that will give new reasons for the public to purchase your line.

—that will put new life—new enthusiasm—into your sales force.

—that will, if you are now an advertiser, give a new impetus to your advertising that will lift it from the ordinary to a new plane of effectiveness.



Naturally we wish to present this idea to a manufacturer who not only has vision and a keen appreciation of merchandising ideas, but who is willing to back it with a consistent and adequate advertising expenditure.

There are enough manufacturers who need a sound merchandising

idea behind their selling so that we have no desire to disrupt any advertiser who is at present completely satisfied with his agency connection.

Upon request we will gladly present this idea to any manufacturer who is sincerely interested in putting a real merchandising punch behind his product.

**BISSELL & LAND  
INCORPORATED  
337 BOULEVARD of the ALLIES  
PITTSBURGH, PENNA.**

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Q. I note here under Question 13: "Please state if your agency is a house agency. By this is meant an agency, exclusively or practically so, for the placing of advertising of one client only, said client being in full or virtual control of the agency." If he says he is a house agency, that fixes him pretty badly, does it not?

A. Absolutely not. There are many house agencies whose credit is O.K.

Q. And if their credit is O.K. you put them on the list?

A. We certainly do.

Q. Now, you are sure that doesn't militate against the man getting on the credit list?

A. Absolutely not.

Q. That is purely a credit list, a bona fide credit list?

A. A credit information list.

Q. Do you put direct advertisers who maintain an advertising department on there, too, if their credit is all right?

A. No, we have never done that, but I have very often published an item in my bulletin that a direct advertiser is placing some business direct.

Q. How about this question Number 6: "If your agency is incorporated, state whether or not any stock is being held at that time or has been held at any time in the past by one or more of your clients." Suppose the advertising agency is held by or practically owned by one of the clients. Does that hurt him?

A. It might have in years past, but it doesn't any more. I remember people telling me that years ago it might have hurt them, but many agencies have an interest in their accounts, and have no trouble in placing their business, and getting the 15 per cent.

Walter A. Strong, publisher of the Chicago *Daily News*, was called for the double purpose of establishing the interstate character of newspaper circulation and to bring out further details of the A.N.P.A. recognition system as described above by Mr. Palmer. Mr. Strong, both as a member of the A.N.P.A. agency committee and as a publisher, insisted that the association's list was merely advisory and that every publisher used his own judgment as to whether he should follow it. After submitting a statement, which was offered in evidence, showing the circulation of his newspaper outside of Illinois, Mr. Strong testified as follows:

Q. Mr. Strong, you are a member, I believe, of the committee that passes on the recognition of advertising agencies on the part of the A.N.P.A.

A. Yes.

Q. How long have you been a member of such committee?

A. Four or five years.

Q. How many times during that period would you say that committee has met altogether?

A. I have attended four or five meetings.

Q. Have you attended pretty much all that were called?

A. I think so, the general sessions.

Q. That was only at the occasion of the annual meetings of the A.N.P.A. was it?

A. Yes.

Q. Do you have any sub-committee of that committee meeting locally? You have one or two other Chicago members?

A. We don't meet locally.

Q. You don't meet together? I find on that application form for the advertising agency to sign and turn in to be considered by your committee, that the agency is called upon to inform you as to whether or not the advertiser in any case is interested in the agency that is applying for recognition. If the answer is that the advertiser is interested, does that militate against recognition, in your judgment?

A. Yes.

Q. Would it be fatal to the application?

A. Practically, yes.

Q. Has that been true during the entire time you have been a member of the committee?

A. In the memory of my whole experience, that has been true, I think.

Q. Even before you were a member of the committee, you mean?

A. Yes.

Q. Is the personnel of that committee known to outsiders, or only to members of the organization itself?

A. That thought has never been raised in my mind, but I always assumed it was well known.

Q. It is not confidential in any sense?

A. I don't think so.

Q. When an application for recognition comes in from the Chicago district, do you personally make a point of seeing the applicant, or don't you see them?

A. I never see him unless I should happen to know him, or he should happen to walk into my office on his own account.

Cross Examination by Mr. McKercher:

Q. Mr. Strong, you stated it to be your view that the interest of an agency in an advertising industry would militate against that agency in its application for recognition?

A. I made no such statement. However, I think if you are trying to imply in what I did say, that statement as a matter of principle, I would subscribe to it.

Q. Well, I must have misunderstood your answer to his question. What is the reason for that principle, Mr. Strong?

A. I regard it as a pure business one. I think when you are making a contract with an individual, an advertising agency who conducts a business, whose credit you rely upon, whose service you

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have grown to have confidence in, it is one thing, and your relations with him as determined by your practice which you have learned by long experience is valuable on those terms, but when you find in that relation a third party who is determining the characteristics of the relation of this man, whom you are presumed to be doing business with as an agency, the entire basis of your operation is changed. I don't regard the agency, so-called, in my relation to him as an agent. I think the word is a misnomer, and I think I have a right to make a discrimination—I use that word advisedly, in the conduct of my business as it relates to the character of a service which I expect from one individual when I find that that service is not a service at all, but a preliminary interest in the proprietary relation that I have to him.

## Cross-examination by Mr. Rankine:

Q. As a member of the A.N.P.A., what use do you make of the A.N.P.A. list of agents?

A. We consult it as a reference guide as a matter of credit. Mr. Palmer is here. I don't know whether I ought to confess that it doesn't apply in all cases, and that we have a much larger recognition than he has, but we do regard it as our most reliable source of information as to getting a financial standing of those whom we do business with.

Q. I understand from your answer you do not consider yourself bound in any way to exclude from business with your newspaper any business that is not on that list of the A.N.P.A.?

A. I do not feel bound. Mr. Palmer and I often disagree.

## Re-direct examination by Mr. Burr:

Q. Now, Mr. Strong, suppose an advertising agency wants to place advertising for a client in your paper, and he hails from Houston, Texas. If you find that he is recognized by the A.N.P.A., does the *News* go to the extent of finding out independently whether he is of financial character that would justify the credit, or do you take the rates of the A.N.P.A. as being sufficient?

A. We certainly do make our own investigation.

Q. You make a separate investigation for each advertising agency?

A. Not only for financial character, but immediately for the character of his business.

Q. In other words, you check up the A.N.P.A. list or financial status?

A. We conduct an entirely independent investigation. I can cite you two or three specific cases.

Q. I will take your word for it that it is universal. We don't need any instances.

## Re-cross-examination by Mr. McKercher:

Q. Have you ever confined that recognition of yours to the members of the Four A's, so called?

A. No, never.

Q. It wouldn't make any difference to you, would it?

A. It would make none, whatever.

M. C. Meigs, publisher of the *Chicago Herald and Examiner*, gave in some detail circulation figures of his newspaper and the *Chicago Evening American*, showing the widespread national circulation of both publications. This done, Mr. Burr passed on to the main issue—that of the A.N.P.A. recognition list.

Q. Mr. Meigs, you are a member, I believe, of the committee that receives applications of advertising agencies for recognition?

A. Yes, sir.

Q. How many Chicago members of that committee are there?

A. I think two. I am not sure.

Q. You and one other?

A. Yes.

Q. Only one besides yourself?

A. Yes.

Q. Do you regard the fact that you are a member of that committee as something that should be kept from being generally known or is there anything confidential about that relationship?

A. None at all.

Q. Do you meet advertising agents that are applying for membership?

A. Yes, sir, on occasion.

Q. Do you make any point when there is someone in the Chicago territory applying, to look him up and meet him and have him call upon you?

A. I don't know that we have ever been asked to. We are asked for information, yes.

Q. How do you mean you are asked for information?

A. Well, for instance—I don't remember any case, but I presume if the New York office wanted to find out something about the credit standing of somebody out here, they might ask us the same as they would Bradstreet's and Dun's. They certainly would ask us if he paid his bills.

Q. Well, here is someone who applies for recognition by the A.N.P.A. and wants to get on your list, and the Chicago members of that committee would have, would they not, a rather better opportunity to find out about his character and standing and credit than members at a distance? That is true, is it not?

A. Well, if they knew him personally, they would have a better idea than you would if you had never seen the man or had never had any dealings with him, and if he was in Chicago we would have more business with him.

Q. How many of those meetings have you attended since you have been a member of it?

A. Two.

Name  
reqd

For More  
A.S.C.



[ The music department of a furniture store\* that had sold 3,000 radios the first of July. Yes, *Furniture Record* is read here. ]

**H**OW can you know without proper investigation that what you make can or cannot be sold successfully by the retail furniture and homefurnishings store? ¶ This great retail outlet has surprised more than one doubtful manufacturer, in several instances proving a business' salvation. It places you under no obligation to enquire regarding your product's possibilities.

## FURNITURE RECORD

*A Magazine of Better Merchandising  
for Home Furnishing Merchants*  
GRAND RAPIDS, MICH.

\*Name upon  
request

For More Than 27 Years The National Magazine of the Furniture Trade  
A.B.C.

A.B.P.



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Q. How long have you been a member of it?

A. About two years, as near as I can remember.

Q. Does the information that you receive from various sources as regards the character and standing of an applicant for recognition by the A.N.P.A. go to the applicant himself or is that merely circulated among your members?

A. I don't quite understand your question.

Q. I mean this: When Mr. Palmer circulates among the members of the committee information as to the applicant advertising agency for recognition, does a copy of that material reach the advertising agency, or do you regard that information as confidential in character?

A. Well, I don't have any information. My information is for my information only. I don't pass it out to anybody else. I have that information in order to vote on this proposition.

Q. When you meet the applicant agency asking recognition, you don't lay this on the table and spread it out before him and show him just what the matter was with his application, and where he was weak, and all that sort of thing, or would you?

A. I don't know. I would have to be governed by circumstances.

Q. Have you done that, or would you?

A. I don't know. I would have to be governed by circumstances.

Q. Have you done that, or haven't you?

A. I don't know. I have never had occasion to meet him in such a situation.

Q. Do these advertising agencies, as a matter of fact, know who the personnel of your committee is?

A. Oh, yes.

Q. So that they could come and call on them?

A. Certainly.

#### Cross Examination by Mr. McKercher:

Q. In considering whether an agency is entitled to recognition, state what, if anything, membership in the Four A's has to do with it in your line?

A. You mean as a publisher?

Q. Yes.

A. It hasn't anything to do with it except if they are a member, it is the same as if Bradstreet's or like that had already credited them. But we recognize many agencies that are not members of the Four A's.

Q. You take business from them freely?

A. We do.

Q. You pay the same commission to those that you would to any one of them?

A. Every one of them gets the same commission.

Q. Do you pay a commission to anybody that is not an agency?

A. No, sir.

Q. What has the Four A's to do with that rule on your part?

A. Nothing.

#### Cross Examination by Mr. Rankine:

Q. Mr. Meigs, as a member of the A.N.P.A., what use do you make of the A.N.P.A. so-called list of recognized agents?

A. Well, if an advertiser comes in from an agency we haven't had any dealings with, and we didn't know anything about, we would refer to the A.N.P.A. list to see whether or not he were a member, and if he were a member, that would mean he had been looked up and had received some sort of recognition and it would be in his favor. If he didn't happen to be a member of that list, if his name weren't on that list, then we would have to make our own investigation more exhaustively than we would the other way.

Q. You wouldn't exclude an agency from doing business with your newspaper for the sole reason that the agency was not on this A.N.P.A. list?

A. No. That wouldn't have anything to do with it, if he were not on the list. I would go right on his merits, and we do that constantly.

Q. That applies to your whole experience?

A. It is my whole experience of ten years, and I have been passing on this question of advertising agencies absolutely independently, and have recognized a great many more agents who were not members of that Four A's than those that are. I am sure of that.

Q. And the same as to the A.N.P.A. list of recognized agents?

A. Yes, sir.

#### Re-Direct Examination by Mr. Burr:

Q. There are a good many agents operating in the city of Chicago who are doing a local advertising agency business, or advertising service, who do not aspire to national advertising, isn't that true?

A. Yes, sir.

Q. Now, you recognize numbers of those, do you not?

A. Some of them. I presume so. There are so many of those fellows that just have a little shingle out.

Q. You don't recognize those people?

A. Not just on the one basis. If they present other reasons for recognizing an agency, then we do recognize them.

Q. What do you mean by recognizing an agency?

A. That their credit is good, and the other things, that they are experienced advertising men who are developing advertising and can place advertising. If they have a sufficient volume of advertising so that that volume put together will produce results and have experience which will be valuable to the publisher, then we recognize them, the same as any other advertising agency.

Q. You recognize them even if they were not placing national advertising?

A. No.

, 1927

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PRINTERS' INK

173



A Regular Source  
of Reference...

THE IRON AGE

*The national publication  
of the metal trades*

Oct. 13, 1927

## Southern Industrial Growth Means Greater Power Demands...

"Monthly production by the manufacturing plants of the Southern States has been consistently above that reported for the same months of the previous year ever since September 1924. The May production was 16.0 per cent over May of last year.

"That the industries of the Southern States will record new production figures during 1927 now seems unquestionable. In fact, many economists and students of industry are now saying that the remarkably high productivity of the manufacturing plants in the Southern States and in the country as a whole during the past eighteen months has not been abnormal but has even possibly been subnormal, when due consideration is given to the natural growth of production. This conclusion is especially applicable to the production activity which has been witnessed by the manufacturing plants of the Southern States during this period. This section of the country is witnessing an industrial development which is without parallel in any other section of the nation.

"... There is every reason to expect an increase in the annual production by the manufacturing plants of this section of from 5 to 10 per cent over the previous year even in normal times. No section of the nation is better favored in the potential annual growth in the volume of manufactured products than is the group of states under discussion." —

Electrical World, July 2, 1927

# SOUTHERN PO

To keep pace with the growth of its industry, the South must have more and greater power plants. This means big equipment purchases and Southern Power Journal can materially assist you in reaching 20,000 men who will be responsible for this development and this buying.

It is the only power plant journal that thoroughly covers the nation's fastest growing industrial section.

The experience, gained by its 21 years of intimate contact with power requirements of Southern Industry, is at your service to assist you in establishing proper Southern sales connections and conducting successful sales efforts in the rich Southern power market.

Have us explain in detail how we can serve you.

A. B. C., A. B. P., and a  
W. R. C. Smith Publication

**Ever in the van  
of the march of Industry  
must come that mighty  
God of Energy. Motive  
Power, for Industry can  
develop no faster than  
its power resources..**



# SOUTHERN POWER JOURNAL

Grant Building, Atlanta, Ga.

# "It Pays Us ~ Here Is Our Order"

*"Throughout the entire six years we have advertised in Our Sunday Visitor the results have paid us very well. Consequently, here is our order for 56 line space, to be inserted twice a month for the next nine months.*

*"Half a million circulation; low rate of \$1.25 a line; positive reader attention; thorough reader interest—that is why it pays, just as mentioned on your folder."*

And this testimonial from one of our old customers came in unsolicited!

Why not try out your copy in this largest religious weekly paper?

At least, ask us to send you complete facts about Our Sunday Visitor and its 500,000 families of weekly readers!

Send now!

## Our Sunday Visitor

Huntington, Indiana

### Western Representatives

ARCH CLEMENT & SON  
206 West Washington Street  
Chicago, Ill.

### Eastern Representative

HEVEY & DURKEE  
15 West 46th Street  
New York City

## Stereotypers Tell of Their Service to the Agency

THE main contention of the American Association of Advertising Agencies and the other respondents in the case is that the Federal Trade Commission is without jurisdiction to pass on the points at issue since they hold that advertising is not interstate commerce. In an effort to establish the Commission's jurisdiction, Mr. Burr, attorney for the Commission, introduced witnesses to prove the interstate character of the advertising business. Much effort was expended to show that newspapers circulate widely outside the State in which they are printed, in an endeavor to prove this point. Further to strengthen his case Mr. Burr introduced three makers of stereotypes and mats and asked them to tell of their interstate service to the advertising agency.

The three witnesses were L. C. Partridge, of the Partridge & Anderson Company, Chicago; M. H. McMillen, Chicago manager of the Western Newspaper Union, and Fred A. Lenfestey, of the Advertisers' Electrotyping Company, Chicago.

Mr. McMillen's testimony is fairly indicative of what was brought out by the three. It follows:

Q. Aside from . . . service to the newspapers . . . both as regards the stereos and the mat material, you have other customers besides advertising agencies, do you not?

A. Yes, sir.

Q. What lines are they engaged in?  
A. Comparatively few customers outside of agencies. They may be printers, or possibly some direct advertisers,—very few. Most of that work is handled by agencies, and some railroad work.

Q. Would you say ninety per cent was that, or is that too high?

A. Agency work?

Q. Yes.

A. I presume that would be about right, although I wouldn't give that as a definite figure.

Q. I don't expect a definite figure. Now, do you have a written order from the advertising agencies, as a rule?

A. We do.

Q. Now, handing you Commission's

Exhibit for Identification 88, will you be kind enough to state what these various sheets contain?

A. Yes, one is a photostat copy of original orders for electros, stereotypes and mats. That is a general statement.

Q. These are all copies of orders that you actually received from various advertising agencies for electros, mats or stereos, are they?

A. They are.

Q. And the orders were to be shipped to publishers, were they not, in these cases?

A. They vary.

Q. Various publishers, but all for publishers, were they?

A. This one order is to be shipped to a publisher.

Q. Referring to page 1?

A. Page 1. Page 2 is an order to be shipped to a newspaper, I assume, by the name of it, at St. Louis. Number 3 is an electrotype to be shipped to a magazine at St. Louis, Missouri; Number 4 is an electrotype to be shipped to a restaurant magazine in Chicago.

Q. They are all publishers of one kind or another, the consignees, are they not?

A. I am not sure. I haven't glanced through for that.

Q. Just glance through and see.

A. 88-G is for one electrotype to be shipped to the Capitol Jug Company, Augusta, Maine.

Q. That was a direct advertiser, was it?

A. I think it is, but it is not sold by us direct to the advertiser. It was sold by us to the Union Press, which is an ad composition house.

Q. Now, all those orders were received, were they, from advertising agencies, except that one?

A. This one is the one that was not.

Q. Do you frequently have orders come in for quite a number of publishers, to be sent to quite a number of publishers?

A. Yes, there are some here.

Q. Do you have a long list of 100 or so publishers?

A. Yes, we do.

Q. In various parts of the country, quite often?

A. We may cover several different States, or a large territory. May I call your attention to the last one, Number 10? That was delivered to the agency, and not shipped to the publisher.

Mr. Burr: If the Examiner please, I offer Commission's Exhibit 88, comprising pages 88-A to 88-J, inclusive, and ask that it be received in evidence.

Mr. McKercher: That is objected to on behalf of the Four A's, agency respondent, on the ground that it is immaterial, irrelevant, and does not tend to prove any of the issues in this case, and for the further reason specifically that these forms do not truly show the forms used by these respondents except in two or three instances. There is a marked difference in one point, a very important one, connected with the char-

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acter of these orders, and the agencies do not want to be bound by that character of an order that does not include this one point of marked difference, that is the revelation of the name of the advertiser, for whose account that is ordered.

Mr. Rankine: I object on behalf of the A.N.P.A. and Six Point League, on the ground it is incompetent, irrelevant and immaterial, and does not in any way bind or affect the clients whom I represent, or either of them.

Mr. Finlay: I object on behalf of my clients, because it is incompetent, irrelevant and immaterial, and not an act of any one of them and is not a matter regarding which my clients had any voice or vote, and would not be allowed a voice or vote under any circumstances. It is not a statement or act of any one who could at the time make my clients liable in the class of matters mentioned.

The Examiner: There being no objection on the ground of copies, but there is an objection that these are not typical?

Mr. Burr: If the Examiner please, some of these forms are by members of the Four A's, and some by their competitors, and the case has to do with the competitors as well as the Four A's themselves, and they have brought in and selected, apparently blindly, without any knowledge on my part other than that contained in the subpoena, which reads as regards bringing in materials as follows: "And to bring with you a copy of the form or forms of instructions from agencies for destination of mats and electros." And that is complied with in this fashion. Therefore, I submit they are more or less typical of the agencies, both respondents and otherwise with whom this man deals, and with regard to the competition of which this case has to do.

The Examiner: These order blanks will be received over objection, and exceptions noted, and marked as Commission's Exhibit 88-A to J, inclusive.

By Mr. Burr:

Q. Now, did you have any particular method of selection of these order blanks, comprised in Commission's Exhibit 88?

A. Only to as nearly as possible make them typical of the orders we receive.

Q. I see. Now, do you on occasion send your products back to the advertising agency who orders? Is that ever done?

A. It is. In the last instance there is one case.

Q. Is that quite a percentage of the cases, or is that a small and trivial percentage?

A. It is a small percentage. We handle it both ways. Either we would make the shipment and ship them and charge them for the work or we will deliver the goods to them and they can make the shipments themselves.

Q. Who pays for the sending out of electros and mats to newspapers?

A. The agency.

Q. The agency? And do you bill them for the packing charge?

A. We do.

Q. They are never sent at the expense of the publisher, C.O.D.?

A. No, sir.

Q. Do you send them by mail or express or both ways?

A. Both ways.

Q. Do you ever send mats and electros for which you receive the order, to special representatives?

A. I don't know. I wish you would define what you mean by special representatives.

Q. I mean by special representatives the man who sells newspaper space to advertising agencies, and occasionally to advertisers on behalf of the publishers.

A. I don't know of a case. We might have done so, but I don't know of a case.

Q. Now, by whom are these ordered? Where are the advertising agencies from whom you receive these orders located? Are these pretty much in Chicago for your particular branch?

A. Practically all in Chicago or represented in Chicago. We may have others.

Q. Do you get any from Milwaukee?

A. I don't know about that. We have some orders that come from St. Louis. We probably have some orders come to us from other branches.

Q. Now, do the other branches of the Western Newspaper Union do a large advertising business, such as you described you are doing here?

A. We do the largest.

Q. You do the largest of any branch, do you?

A. Yes, sir.

Q. They are all engaged in it to some extent, are they?

A. They are more or less engaged in it, except for electrotyping, which is only done in Chicago.

Q. The other branches will furnish mats, but not electros?

A. Mats and stereos.

Q. When you send out a mat to a publisher, does that mean that that mat includes illustrative matter, and the reading matter of the advertisement, both?

A. I think in most of the cases the advertising is complete.

Q. It is complete? That is, it is ready for use in its form, is it?

A. Yes.

Q. Is the same true of the electros?

A. It is, if electros are shipped.

Q. And also it is true of stereos, is it?

A. Yes, sir.

Cross Examination by Mr. McKercher:

Q. There has been received this batch of orders which you say are typical of the run of orders you receive for some of this material to publishers?

A. Yes, sir.

Q. As I understand you, some of these are from agencies and some are from advertisers, and you have one typical here, directly from an advertiser?

A. That was not directly from an advertiser. That was from a type composition house for an advertiser.

# The Growth of The Sun



---

**Net Paid Circulation, 278,582  
A Gain of 13,582 in a Year**

---

**T**HE HISTORY OF THE SUN is one of growth—expansion—approval on the part of New York's discriminating public.

During the six months ended September 30, 1927, the average daily net circulation of The Sun was 278,582. This was an increase of 13,582 copies over the corresponding period a year ago.

The Sun's news columns are complete, accurate and interesting. Its many features and departments are instructive and entertaining.



*The Sun's increase in circulation has been made on the merits of the paper itself. It has in no wise been secured by prizes, contests or stunts to swell circulation.*

## The Sun

*A Newspaper of Distinction in its Readers, its News and its Advertising*

Q. What kind of a business is that type composition?

A. They prefer to be called typographers. They are really expert typographers. That is all they do, is set up from copy and design ads. These are furnished to us in that way.

Q. These people are not advertising agencies?

A. They are not.

Q. Do you ever have orders directly from advertisers themselves sending you copy for distribution to newspapers?

A. I think we have, yes sir, but I can't name them right now.

Q. Do you know when you receive an order whether the agency is sending it as a member of the so-called Four A's, or not?

A. Absolutely not.

Q. You don't pay any attention to that?

A. We do not.

Q. Credit matters being satisfactory, you take your business from anybody, don't you?

A. We do.

Q. And send it out in accordance with the orders to the publishers, and in accordance with the directions received?

A. We do.

#### Re-Direct Examination by Mr. Burr:

Q. When you say these orders are copies of orders contained in Commission's Exhibit 88, when you refer to them as typical, the small number of publishers to whom these products are to be consigned is hardly typical, is it?

A. No, I would not say so. We simply did not burden the papers with detached lists.

Q. Of a large number of publishers, you mean?

A. Of a large number of publishers. You take one order there, it may be just for one or two ads to go out. We may get half a dozen of those in a day, or we may have a long list on another order, but I tried in that case to cover a number of various kinds of orders that we have. That is what I meant by typical.

Q. When you say you do business with any advertising agency, if its credit is satisfactory, how can you tell the credit is satisfactory? Have you any way of ascertaining?

A. Usual methods of credit, Dun's, Bradstreet's, banks, our own offices.

Q. You don't use the A.N.P.A. recognition list, do you?

A. I don't even know what it is.

#### Indianapolis School Has Advertising Course

The first night school course in advertising has been started at the Technical High School of Indianapolis. The class will meet once a week for twenty-four weeks, under the instruction of David P. Porterfield, of the Patterson Engraving Company.

#### An Advertiser Pays to Read His Own Advertising

THE R. THOMAS & SONS CO.,  
EAST LIVERPOOL, OHIO.

*Editor of PRINTERS' INK:*

The other day we received a Government post-card from a New York publisher reading:

"We have an article concerning you. The marked copy containing it will be sent promptly on receipt of 50 cents."

We sent the 50 cents and a few days later received a four page magazine, solid with type and no illustration at all. On page 4 we found the marked "article"—thirty words in five lines. And all said article contained was an excerpt from one of our trade paper advertisements, no more.

Now the publisher tells us—"is our weekly digest of active industries, furnishing a condensed report of business announcements as obtained from various representative trade publications. The mention of your house appeared in connection with a digest of a trade you are active in. Through single copy sales we are building toward an annual subscription basis for \_\_\_\_\_, now in its fifth week. The annual subscription is \$25.00."

Now the writer may be unduly vexed in this, so we would appreciate your views. Where does such a publisher fit in, what good does he do; and why should the public be exposed to such practice as a solicitation of a half-a-dollar to read a summary of its own advertisement?

THE R. THOMAS & SONS CO.,  
T. E. ECKER,  
*Manager of Publicity Dept.*

#### B. B. & R. Knight Account to Reimers & Osborn

The B. B. & R. Knight Corporation, Providence, R. I., maker of Fruit of the Loom cotton textiles, has appointed Reimers & Osborn, Inc., New York advertising agency, as counsel.

Consumer advertising will not be used until the new style line of Fruit of the Loom fabrics is ready for the market and distribution secured. Trade papers will be used in this preliminary work.

#### Griffin, Johnson & Mann Elect G. W. Freeman

Griffin, Johnson & Mann, Inc., New York advertising agency, has elected G. W. Freeman to the board of directors. Prior to his association with Griffin, Johnson & Mann, Mr. Freeman was with Doremus & Company and, previous to that, for nine years was copy chief of Corday & Gross, Cleveland.

#### W. P. Day, Vice-President, Lambert and Feasley

William P. Day has been elected vice-president and director of Lambert and Feasley, Inc., New York advertising agency. He was recently in the investment banking business at St. Louis.

# What is Progress?

ALTOONA has asked itself this question and will endeavor to answer it with an exhibition of progress.

GOOD MARKETS follow PROGRESS from point to point on the map. They travel together everywhere. But where PROGRESS settles down and makes for itself a permanent home, there, too, GOOD MARKETS always abide.

This city of Altoona is the manufacturing and repair shop of "the railroad that carries more passengers and hauls more freight than any other railroad in America," the Pennsylvania.

Last week a square yard of paving was laid in one of the streets of Altoona. A simple operation, but one of great significance, for that particular yard completed the 100th mile of modern street paving in Altoona.

A city that grew from a single log cabin to a great, thriving industrial city of 72,000 within the memory of a man,—such a city is an abiding place of PROGRESS.

Altoona has averaged more than 300 new homes a year for the past five years. Its new building investment for August alone was \$816,701.

So Altoona is planning a WEEK OF PROGRESS during October, which should interest alert advertisers, for they know, perhaps better than anybody else, that GOOD MARKETS and PROGRESS always abide together. Almost every merchant in Altoona will display somebody's merchandise. Tell them about your products through

**The ALTOONA MIRROR**  
Altoona, Pa.

F. G. Pearce, *Mgr. of Adv.*



## The "Old-Timer" Knows his Stuff

We were working a new town—the old-timer, a hard-boiled travelling drug salesman and myself. And as we heard the noon whistles blow, he said, "let's eat".

There were two restaurants in the neighborhood—as far as we were concerned, both unknown quantities—yet the old-timer unerringly headed straight for the one that seemed to be doing a rushing business.

So I asked him why pick on that one?

"You'll find that it's a safe bet every time to pick a restaurant that is busy all the time, the *busy* ones are the good ones always."

That night—reflecting on the day's events—it occurred to me how sound and unerring the old-timer's judgment was—and how truly it applies to other businesses as well as to restaurants.

# Folks That Deliver the Goods Get the Business and the Crowds

Take DRUG TOPICS for instance. There must be some sound, logical business reason why DRUG TOPICS carries more advertising in each issue than the combined total that is carried by the next seven largest national drug trade papers.

Here is how the first seven national drug trade papers compare in advertising carried in their September 1927 issues.

<b>DRUG TOPICS</b>	<b>199<math>\frac{3}{4}</math> Pages</b>
Second Magazine	52 "
Third Magazine	31 $\frac{1}{2}$ "
Fourth Magazine	27 $\frac{1}{2}$ "
Fifth Magazine	27 "
Sixth Magazine	18 "
Seventh Magazine	10 "

Note that DRUG TOPICS is the *busy* one. We are not super-salesmen—nor do we pack any Colt automatics. These folks are using DRUG TOPICS because it's a paper of known results—a tried, tested and proven medium.

DRUG TOPICS delivers the goods—and the "old-timers" among the buyers of advertising space know their stuff—they buy where they get the most for their money—that is why DRUG TOPICS carries more advertising of products sold to and through the drug store than *any other publication in the world*.

## "A man is known by the company he keeps"

Identify your product with known sellers. The company your advertising keeps has a good deal to do with its value.

The advertising roll of DRUG TOPICS reads like a "blue book" of the drug trade. Any drug trade manufacturer can be proud of having his advertising keep the company it will find in DRUG TOPICS.

DRUG TOPICS reaches every worthwhile druggist in the United States and Canada; circulation guaranteed in excess of 51,000 copies per issue. A low advertising rate, an enviable record of trade paper performance for its advertisers, a receptive reader circulation—makes DRUG TOPICS the ideal medium to use in creating "retail awareness."

If your product is now sold, or can be sold to, or through drug stores, you owe it to yourself to investigate DRUG TOPICS Service. Our close contact and intimate knowledge of the drug trade are at your service—Write or 'phone.

# DRUG TOPICS

The National Magazine of the Drug Trade

**TOPICS PUBLISHING COMPANY, Inc.**

Also Publishers of Wholesale Druggist, Display Topics, Drug Trade News

291 BROADWAY, NEW YORK

Atlanta Boston Chicago Cleveland St. Louis San Francisco

Oct. 13, 1927

# Announcing Our Toronto Office

When competent and intelligent service is rendered, a business is bound to grow—steadily and healthily.

A number of our clients have suggested that they would welcome our services in connection with their advertising in Canada.

Williams & Cunningham has opened a Canadian office; in the Metropolitan Building, Toronto.

Mr. Fred W. McLaughlin is in charge—a competent advertising man, of many years' experience in newspaper and agency work in Montreal and Toronto.

## Williams & Cunningham

*Whose business is the study and execution of good advertising*

6 North Michigan Avenue  
Chicago

Philadelphia  
Toronto

Cincinnati  
Rockford



# The Traveling Instructor Plan of Teaching Retail Clerks

This Plan Is Popular with Retailers and Is Being Used by Many Manufacturers—Its Cost Keeps Others from Using It

By Ruth Leigh

THE following comments offered by Thomas Wiggins, president of B. F. DeWees, a Philadelphia women's specialty shop, explains succinctly why so many national advertisers are employing the traveling instructor method of teaching retail salespeople:

"You ask for my opinion regarding the most effective way for manufacturers to present their goods to retail salespeople, and the best method; one, by printed material sent by the manufacturer, and the other by personal representatives sent by the manufacturer to explain the articles for sale.

"I might ask you, in return, which you consider the most effective, the man who reads his speech or the man who knows it so thoroughly that he can deliver it without notes? I am sure you will answer the latter. To me, the same applies to word-of-mouth presentation.

"I can read all about various articles and their wonderful qualities, but when I am given a heart-to-heart talk, with emphasis where it belongs, regarding the outstanding qualifications of any article, it is naturally much more effective. With our organization where the personnel can be gathered together, and addressed by a manufacturer's representative, we have obtained unusual results. I am sure this is largely due to the word-of-mouth explanation which has a much more lasting effect than the printed word."

Coming from a merchant who has more than doubled the size of his organization in the last five years, this observation is highly significant. You can interview dealers, large and small, throughout the country, and you will find them practically unanimous in their favor of the traveling instructor method.

From the national advertiser's point of view, the premise is this: If you want to teach retail clerks to sell your goods, you will find it resultful to hire a man or woman to travel from store to store, giving instruction to merchants and to salespeople in the proper sale and merchandising of your line. The fact that dealers and clerks prefer this form of teaching is the strongest argument in its favor.

Let us assume that a concern which has never before employed this method of teaching clerks decides to hire a traveling instructor. As the success of the plan depends entirely on the person chosen for this work, it is important carefully to select a candidate. Whether you choose a man or woman depends, naturally, on your product. In selecting an instructor, keep this question uppermost in mind: "How will this person fit in and get along with clerks and merchants?" Your instructor must be liked and accepted before stores will give him a chance to teach. That is why you will eliminate the theorist who has never before been in contact with salespeople, or the office man who thinks of them as "mere clerks," or the professional mixer, or the college man or woman who radiates academic training that may irritate less educated retail salespeople.

## WHY ONE SALES INSTRUCTOR WAS LIKED

One store executive, commenting on the type of instructor popular with salespeople, refers to the sales instructor sent by The Esmond Mills. "The lecturer illustrated very well the characteristics that are necessary to carry on this work successfully. Her manner was gracious and charming; personally she was attractive, her voice was pleasing, and she knew

Oct. 13, 1927

how to make every word of her talk count."

The person who appeals to dealers and clerks must have an attractive personality, a democratic spirit and a sympathetic understanding of store problems. He or she must know how to talk to salespeople on their own level, and handle store contacts with tact, intelligence and sympathy.

From a study of the practices of different concerns, we find that the traveling instructor's duties include:

1. Conferences with merchants, buyers, and salespeople regarding store problems,
2. Talks to salespeople in department or store groups,
3. Selling to store customers to teach salespeople by personal example.

We can observe these duties in actual performance by a study of the policies of different advertisers.

The procedure of the sales promotion men of The Armstrong Cork Company, Linoleum Division, Lancaster, Pa., in calling on store executives is described by A. K. Barnes, assistant sales manager: "The sales promotion men approach the retailer on the basis of having nothing to sell, being directly from the factory, and calling solely in the interest of the merchant, who is naturally desirous of increasing his linoleum business. The chief difficulty is to make a point of contact, but once this is accomplished, a successful interview is assured. No merchant who really wants business will turn a deaf ear to an account of how some other fellow is speeding up turnover and making a satisfactory profit under conditions similar to or perhaps less favorable than his own.

"The sales promotion man is able to tell the merchant, his salesmen and his layers the whole story of linoleum, how it is made, the broad market that exists for its use, and how to display, advertise and merchandise the product in an intelligent, intensive way. He is able to suggest many ideas which are helpful, and if desirable, go into the details of operating a linoleum department profit-

ably with the many forms of selling helps offered by the manufacturer."

Conferences with the store owner and the buyer are the first and last duties of the traveling instructor—the first because it is poor policy for an instructor to inaugurate any contacts with salespeople until he has been properly introduced and his presence sponsored by a store official (for the effect on clerks), and the last because his concern will profit by the report to the store executive of conditions as the instructor finds them. It is a fact that most merchants more readily accept comments, criticisms and suggestions made by service men or instructors than by traveling salesmen. The latter's remarks are colored (so most dealers think) by the hope of an order, whereas the instructor has nothing but goodwill to sell, although he is in a most strategic position to increase his company's business.

Educational talks to store salespeople are a foremost duty of the traveling instructor. In some stores these talks are given only to those who actually sell the firm's merchandise; in others, the executives like to have the whole store hear an educational talk, although only a few in the group handle the goods. Such officials believe that salespeople and their families are consumers of merchandise, and are, moreover, in an excellent position to influence the sale of goods in other departments of the store.

The plan usually followed by the traveling instructor for the Vanity Fair Silk Mills, Reading, Pa., is to give the talk informally in the glove-silk underwear department, with saleswomen clustered about her. This is a convenient method because merchandise used in the talk is accessible, and because the talk has more realism in the selling atmosphere.

The plan of the traveling instructor of the Holeproof Hosiery Company, Milwaukee, Wis., during a two- or three-day visit to a store is to arrange a small dinner and to invite all hosiery saleswomen. This enables her to give an

# POST-STANDARD

## CIRCULATION

*—At the highest point  
in its history!*

**SUNDAY 66,285**  
**DAILY 60,549**

Six months  
average  
Ended  
Sept. 30th

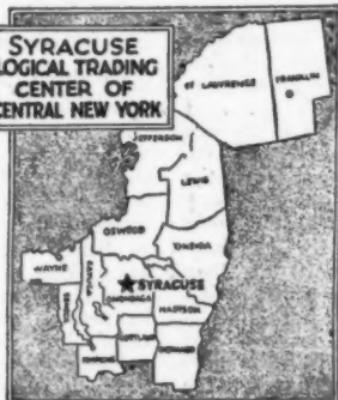
A net paid gain over the same period a year ago of 2,646 week days and 5,233 Sundays—without the use of contests, premiums or other abnormal circulation efforts!

Map shows 14  
counties dominated  
by the Post-  
Standard

Over 800 towns  
and villages

900 R. D. routes

A weekly payroll  
in excess of  
7 million dollars



The  
Post-Standard is  
the one Syracuse  
newspaper  
entirely covering  
this territory

The Post-Standard is the most logical and the most productive contact with this market group!

Represented by

**PAUL BLOCK, INC.**

NEW YORK

DETROIT

BOSTON

PHILADELPHIA

CHICAGO

Oct. 13, 1927

Oct. 13

educational talk without interruption, and by means of this brief social contact, to gain the goodwill of saleswomen.

The question of what an educational talk should contain and how to address retail salespeople is a broad subject to be discussed at another time. It is important to note here, however, that the best way for any manufacturer's representative to present his company's product to retail salespeople is to discuss the goods in general, including similar articles in other lines, rather than to deal too selfishly with the merits of his company's product.

A store official, discussing a talk given by an instructor for The Esmond Mills, expressed the average store's viewpoint regarding the most desirable type of store lecture: "The talk was simple and direct. It had the attraction of brevity and it was interestingly illustrated with samples of the goods. The lecturer convinced all of the forty-odd salespeople who heard her, as she did me, that cotton blankets are just as good as woolen blankets, and her employer, the Esmond company, is the only one I know of that is operating on an entirely unselfish principle with the idea of selling the store as a secondary motive. . . . I think that the best talk is the one that is constructed around the goods rather than around the brand; it does not mention any competitor, and it is obviously created not to sell the merchandise, but to illustrate and explain how the goods can best and easiest be sold to our customers."

The sales work done by the traveling instructor is an important part of his duty, not for the actual sales he may make to store customers, but for its effect on executives and salespeople, and on his ability to carry out, by personal example, his own suggestions. In most cases, before he has an opportunity to volunteer his services as retail salesman, someone in the store may ask: "May we see you sell?"

Such national advertisers as The Minneapolis Knitting Works, Vanity Fair Silk Mills, Holeproof

Hosiery Company, and Printz-Biederman Company consider the retail sales work by traveling instructors one of the important parts of educational work.

The Coca-Cola Company employs a traveling instructor who dispenses drinks for instruction purposes.

Because of his close contact with the retail sale of his firm's goods, the traveling instructor is a valuable scout for his firm, and his presence in stores benefits an advertiser as much as the store. A concern's representative who observes the sale of the goods over the counter is in a position to send back to the home office important criticisms, suggestions and comments about the goods, its packaging, its display, and its construction.

#### INSTRUCTOR NOT A DEMONSTRATOR

It should be pointed out here that the traveling sales instructor is *not* a demonstrator. Although the duties of the two may appear to overlap, they are clear-cut and different. A demonstrator is usually sent by a manufacturer to a store to make sales to the public. She introduces the goods to consumers, explains them, discusses them, and her primary object is to increase sales totals. She is seldom sent for the purpose of instructing salespeople, although if this is achieved, so much the better. The traveling instructor's prime duty, on the other hand, is to teach. She is less interested in making sales to the public, than she is in teaching salespeople by personal example. Always, her chief object is to instruct.

From the advertiser's angle, the two chief difficulties with the sales instructor method of training retail salespeople are: It is not only expensive to operate, but also, to be permanently effective, the instructor must constantly repeat his visits. One stay at a store is seldom enough to achieve any permanent benefit. It is the cost of maintaining one or a corps of instructors, not any doubt as to the efficacy of the plan, that keeps many advertisers from undertaking it.



## Electrical advertising to 300,000 "Key" men

The readers of Popular Science are practical men. They have no time to waste. They read for information.

Mechanical and progressive, they keep abreast of electrical strides of the age.

Proud in being informed down to the day and hour.

Being informed, they influence their fellows; their communities: "Key" men,

you merchandising experts call them.

Popular Science Monthly selected this kind of man for reader; and found a group of three hundred thousand such men.

Advertising in Popular Science will keep this group of leaders informed on new or improved specialties.

. . . On developments in the electrical industry.

# Popular Science

**MONTHLY**

250 Fourth Avenue, New York

# Funda-m

## 10 interesting facts about



- 1** Garr is a unique combination of Weekly Illustrated Newspaper, Family Magazine and Story Section combined.
- 2** Started 45 years ago, it has grown steadily. The average circulation in 1927 is over 350,000 weekly.
- 3** Garr is sold in over 12,000 small towns and villages throughout the United States by its own 15,000 boy agents for five cents a copy.
- 4** Delivered directly into the homes of more than 1,500,000 people of whom 90% read it in preference to any other publication.
- 5** GRIT is specifically designed for this small town field, and edited to instruct, inform and entertain the families in these smaller communities.
- 6** To this end Garr is printed in four separable sections, enabling several members of the family to enjoy GRIT at the same time.
- 7** Diversity of content holds the interest of the entire Small Town family. Something of interest for every reader has been Garr's steadfast aim.
- 8** Better printing of illustrations, of which more than 100 are presented every week, has caused admiration throughout the field of newspaper production.
- 9** GRIT owns and exclusively occupies its own complete printing and engraving plant, where its 200 home office employees work harmoniously together to make each successive issue better.
- 10** GRIT's appeal in SMALL TOWN AMERICA justifies its claim as "America's Greatest Family Weekly Newspaper."

**THE JOHN BUDD COMPANY**

NATIONAL ADVERTISING REPRESENTATIVES

New York Chicago St. Louis Atlanta San Francisco Los Angeles Portland

# mentals!

## on two interesting subjects

### SMALL TOWN AMERICA

- 1 SMALL TOWN AMERICA comprises those towns and villages in the United States of from 100 to 5,000 population.
- 2 They lie between the large cities on the one hand and the isolated rural homes on the other, possessing conveniences, neighborliness and home pride unknown to the other two.
- 3 These are the solid American Towns which have produced the Hoovers, Coolidges, Lindberghs, Fords and Edisons of our country.
- 4 The advent of the automobile, concrete roads, radio and movies have raised them from the slow class into progressive community centers.
- 5 Today they enjoy most of the conveniences of the cities—bathrooms, telephones, electric light and power, and are using vacuum sweepers, washing machines, etc., to a degree comparable to many metropolitan areas.
- 6 69% of GRIT readers in SMALL TOWN AMERICA own their own homes, enjoy them, and keep them in first-class repair.
- 7 79% have money in the bank, and are ready to invest in more conveniences and luxuries for themselves, their families and their homes—when properly persuaded.
- 8 70% of the heads of GRIT families are less than 50 years old—still in the active buying period of life. 75% of family heads are earning more than an average income.
- 9 GRIT's influence in these 350,000 GRIT homes is almost supreme and cannot be even approached by any other single publication.
- 10 GRIT should certainly be included in any general advertising campaign to properly reach this potential SMALL TOWN AMERICA.

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GRIT PUBLISHING COMPANY

WILLIAMSPORT, PENNSYLVANIA

# Annual Payroll

**\$8,340,000**

In a town and district of 16,000 people, only one newspaper in this area and this paper goes into every home.

**Bennington, Vt., is the town  
Bennington Banner is the paper**

(Circulation 100% in its own field)

No better place exists for a trial test or for year after year campaigns.

## **Vermont Allied Dailies**

**Barre Daily Times**

**Bennington Banner**

**Burlington Free Press**

**Brattleboro Reformer**

**Rutland Herald**

**St. Johnsbury Caledonian**

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# The Mosaic Art Solves a Pictorial Problem

Simplifying the Otherwise Complicated Advertising Design, by Resorting to Some Unfamiliar Art Methods

By W. Livingston Larned

ONE problem, connected with illustrating a campaign, seems always to remain complex and difficult—the successful and uninvolved assembling of many small illustrations in a single advertisement, without suggestion of crowding.

Yet, advertisers are very often

position standpoint. The job must be done and there is always a way.

The admission is freely made, however, that if great care is not exercised, the composite illustration is apt to present a cluttered appearance and will even confuse the reader somewhat, as he at-



CLETRAC SHOWS HOW TO BUILD A MOSAIC ADVERTISEMENT WITHOUT MAKING IT TOO INVOLVED

compelled to resort to this form of illustration and to adhere to it throughout an entire series. There are, indeed, certain products which demand the mosaic style of assembled embellishment. This may be due to the fact that there are a number of different articles to show, or to a serialized line of processes, uses and manufacturing methods.

It is quite stupid to tell such advertisers that they must keep their layouts simple, and that no display, in which there are a number of different pictures, can be wholly successful from a com-

tempts to go through a perfect labyrinth of individual illustrations, each with its own separate story to tell.

There is nothing more unsightly than an advertisement in which such drawings are clumsily composed. Balance in these layouts is more important than in far simpler arrangements.

If there are, say, a dozen different vignettes to introduce in limited space, they should never be scattered, here and there, haphazard, without an eye to their relation to the text and to the psychology of vision. It often

happens that such pages actually repulse any reader desire to "see what it is all about." A poorly plotted-out advertisement is every bit as obtrusively objectionable as the garden which makes no effort to assemble its shrubs and flower beds with artistic skill.

The most casual study of modern advertising certainly develops the fact that the need for mosaic-illustrations is on the increase. Advertising which settles down to the painstaking task of explaining things and visualizing processes, can seldom hold such demonstrations to a single picture.

People are obviously interested in seeing, with their own eyes, "how the thing is done." Mechanical operations, never very popular a few years ago, are now cheerfully accepted by the public as an essential part of its education concerning a product. Indeed, the basic reasons for a product's excellence or superiority may rest in picture demonstrations, skilfully serialized and carried right on through a year's effort.

The current advertising in behalf of The United States Gypsum Company's new, perfected product, a fireproof combination, is an example very much to the point. It is necessary for the advertiser to picture four operations, and, when accompanied by quite brief explanatory text, the mosaic-design tells the complete story, with nothing left to be desired.

These four operations as described, represent a lesson in cleverly abbreviated explanatory text and I quote them here for that reason, referring to the layout later:

**OUTSIDE:** Nail Gyp-Lap, the fireproof sheathing, on the outside of your framework. Broad, thick sheets of pure gypsum rock, brace the entire structure, and make it windtight, weatherproof, fireproof.

**INSIDE:** Nail Rocklath, the fireproof lath, on the inside of your framework. Sheets of pure gypsum rock, instead of inflammable wood lath. No warping, streaks or stains; uniform, perfect bond for plaster.

**BETWEEN:** Fill the spaces between the Gyp-Lap and the Rocklath on the sidewalls with Thermofill. The Dry Fill Insulation. Low-cost, fireproof, flaky

gypsum product, comparable to cork as an insulator.

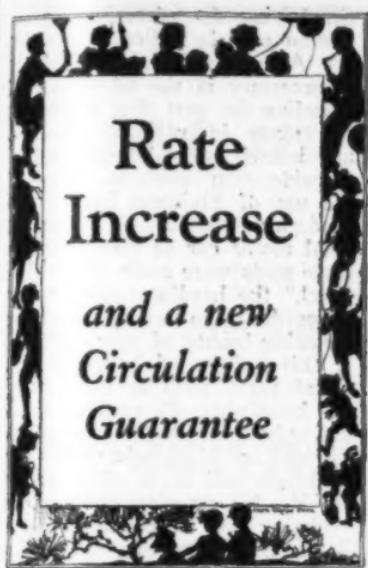
**ABOVE:** Put Thermofill, the Dry-fil Insulator, between the rafters or over the top-story ceiling. With Gyp-Lath, Rocklath, and Thermofill you blanket the entire house with a solid wall of Gypsum—insulated, fireproof.

As well put as these paragraphs of explanation are, however, they would leave many readers confused and uncertain, if illustrations did not accompany them, visualizing, with workers at each task, each separate process and product. Here is a case where an advertiser, not only has four products to mention, but four processes of construction, as well. No one picture could successfully assemble the episodes.

The mosaic method is employed to group them, without confusion, on the page, in the lower three-quarters of the space. They are simply rendered, in square frames, with their reading text immediately beneath them. It makes a ship-shape advertisement in every sense of the word and is a model that many advertisers might well take into consideration.

In advertising United States Royal Cord automobile tires, ten different scenes must be employed, in order to put into picture form exactly how the tire is manufactured. It became evident, after many questions were received and asked of dealers, as to how certain results were achieved, that the prospect was keenly interested in what transpired at the factory end. A photographer followed a tire through, from almost the first operation, and in ten negatives left no important process undisclosed. These scenes were placed in uniform ovals, and confined to a definite space, one following the other, side by side. It is when such individual pictures are scattered over a given space, that they are by no means easy to assimilate visually.

Hoosier kitchen cabinet advertising makes very much of an asset of serialized illustrations which quickly remind the housewife that, without a cabinet, and operating along old-fashioned



# Rate Increase and a new Circulation Guarantee

## ANNOUNCEMENT

<i>Old page rate . . .</i>	<b>\$375</b>
<i>New page rate . . .</i>	<b>\$465</b>

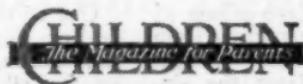
Current advertising rates in **CHILDREN, The Magazine for Parents**, have been based on a guarantee of 60,000 net paid circulation. On

January 1st, 1928, this guarantee will be increased to 75,000 net paid, A. B. C., average 12 months, and the rate correspondingly increased from \$375 to \$465 a page.

Up to January 1st, 1928, orders will be accepted at current rates, for space to run in the issues of March, 1928, through February, 1929.

Open contracts will be accepted which total a minimum of two pages or the equivalent and may carry the clause "or more" with privilege of expansion. Such open contracts must be validated by an insertion of at least one-half column by the April, 1928, issue, unless a definite insertion schedule is substituted by February 20th.

Present advertisers are protected on the current rate until the expiration of their contracts. On orders received before January 1st, current rates will hold even in the event of further rate increases during the coming year.



353 Fourth Avenue, New York

Chicago Representative: *Straud B. Galey, 111 W. Monroe Street*

lines, she is taking many unnecessary steps and going through totally uncalled for and tiring operations. They do not take up much space, these tiny pen-and-inks, generally run, in simple borders, at the top of every display, but they certainly give point to the main argument of the product.

It is a fallacy to imagine that much detail and complicated subjects may not be clearly handled in tiny vignettes. Results are largely a matter of the art technique. If the drawings are simply rendered, there need not be the slightest difficulty. Omit detail where possible, and if the scenes are as small as an inch square, employ pen-and-ink rather than halftone from original wash drawings or from photographs.

#### TEXACO USES SMALL INSERTS

Texaco advertising features four inserts not much larger than a postage stamp. The room they occupy is insignificant, yet they do much to clarify certain points and contain unusually complicated subject material. There is a Distillation Test, and an instrument made up of numerous parts, a Detonation Indicator, quite as involved, and the company's Dynamometer, filled with intricate mechanisms, but the artist, using pen-and-ink, interprets them in such a manner that they show up clearly in every way.

A test was made by a baking flour concern, over a period of two months, to satisfy several executives who were all for simplicity in modern advertising illustration. One faction contended that it was best to show a single large color reproduction of a cake, while the other was equally sure that every advertisement should contain at least a half dozen pictures and descriptions of different cakes. The returns from the latter were almost 50 per cent greater than from the single-picture page.

As an interesting exhibit of what can be done in the way of showing many different things in a composite illustration, thereby

simplifying the advertisement, attention may be called to a series for American Stainless Steel. It is necessary in the advertising to visualize the part that this product plays in various industries, and how it is used by the public. Consideration may be given to the use of Stainless Steel in the modern automobile, or, rather, the ideal motor car of tomorrow. "If these parts were made of Stainless Steel," the headline states, "you'd never have to worry about the enduring beauty of your car."

This refers, of course, to the metal parts, such as the bumper, the headlights, the radiator finish, and quite a number of other points. "Bright and shiny when new—just as bright and shiny when the car is old. No ceaseless polishing, no replating ever necessary. After a day's trip, a week's trip, or a month's trip, through dust or rain or mud, just wipe off with a cloth and the brilliant beauty of Stainless Steel does not wear off."

The advertiser, in order to tell his story, must, therefore, show not one or two of the metal parts, but all of them. And he does it with singular cleverness. In a square black panel, at the top of the layout, the shiny Stainless Steel accessories are superimposed, exactly where they belong. It is as if the steel were radium and you saw the car at night. All other detail disappears and only the numerous steel sections remain.

Imagine what a distracting layout scheme would have resulted, if these fifteen or twenty parts had been scattered indiscriminately over the page. As actually used, they form a shadowy suggestion of a complete automobile, and all is well.

#### TWELVE MONTHLY USES PORTRAYED

One of the very important ideas devised for the Cletrac tractor, this season, was emphasis placed on its all-year-round service to the farmer. "Cletrac makes money for you every month in the year," was really the basic thought, considered effective enough to put in hangers, posters, booklets and

# First in Brooklyn!

New York's Largest  
and Best Home Market

Brooklyn Times	91,069
Brooklyn Eagle . . .	78,849
Standard Union . . . . .	70,129

NET PAID AVERAGE DAILY AND SUNDAY  
GOVERNMENT STATEMENTS

SIX MONTHS ENDING SEPTEMBER 30, 1927



## Brooklyn Daily Times

**75% Home Delivered**

LORENZEN & THOMPSON, INC., *National Representatives*

New York

Chicago

San Francisco

Seattle

---

*These  
Organizations  
LOCALIZE  
Their  
NATIONAL ADVERTISING*



Here is evidence that permits no argument. These concerns with nation-wide distribution—advertise locally. They use Federal Porcelain Enamelled Steel Electric Signs.



By localizing their national advertising in this way—these expert merchandisers "cash in" on the buying actions of the multitude and enlist the support of their dealer sales outlets with splendid results.

In no surer way can a manufacturer win dealer allegiance and public response. Flashing Federal Electric signs for buildings, factories, stores or windows sell merchandise.

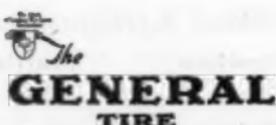


**FEDERAL**  
**ELECTRIC COMPANY**

8700 SOUTH STATE STREET  
C H I C A G O



**CADILLAC**



**Willard  
Battery**

more especially, as the leading theme of farm journal campaigns in large space.

And so, in square boxes, with absolutely no decorative or "fancy work" gingerbread, a unit was drawn by the artist made up of twelve individual units. Every month was given a little picture block, showing a use for that period. In January, for example, the tractor was used for hauling in logs from the forest; in February, it cleared paths through deep drifts of snow, to barns and other outhouses; in March it began to cultivate the soil; in April it was busy harrowing; in May still another essential task was pictured, and so on, until the twelve months were interestingly outlined.

And all this was accomplished in a space less than five inches wide, by three deep, for use in magazines. In posters and for hangers it could be larger, naturally, and in full color.

Some persons might say: "Why make the advertisement involved? There is an entire year of effort: take up one use at a time and therefore have sufficient room in which to do the job effectively and in a modern spirit."

The competitive answer is: "No, it is economically sound to sell every type of prospect in every advertisement. It has been tried, both ways, and the all-inclusive illustration is by far the best."

Which is certainly sound reasoning.

### New Eastern Manager for Bell & Howell

The Bell & Howell Company, Chicago manufacturer of moving-picture equipment, has appointed H. O. Bodine to take charge of its New York office as Eastern sales manager. He has been with the photographic industry for twenty-five years.

### L. C. Brown Joins Philadelphia "Inquirer"

Louis C. Brown has left *The American Weekly*, New York, to join the New York office of the Philadelphia *Inquirer*. He will be in charge of the magazine section and the new color rotogravure section to be published soon by the *Inquirer*.

### Mail-Order Sales for September

September sales for Sears, Roebuck & Company amounted to \$24,608,712, against \$21,647,835 for September, 1926, an increase of 13.7 per cent. In the first nine months of 1927, sales amounted to \$199,265,662, against \$187,885,758 in the corresponding period of last year, an increase of 6.1 per cent.

Montgomery Ward & Company report sales for September of \$16,377,863, against \$16,259,002, for September, 1926, an increase of .7 per cent. In the first nine months of 1927, sales amounted to \$134,045,892, against \$136,126,697 for the corresponding period of last year, a decrease of 1.4 per cent.

The National Bazaar Hess Company reports sales for September of \$3,743,685, against \$5,143,350 in September, 1926, a decrease of 27.2 per cent. For the first nine months of 1927, sales amounted to \$31,094,357, against \$36,011,555 in the corresponding period of last year, a decrease of 13.6 per cent.

### Changes on Sales Staff of Boston Varnish Company

F. M. Cartland has been transferred to the Chicago division of the Boston Varnish Company, Everett, Mass., manufacturer of Kyanize varnish and enamels, as division sales manager. He has been with the Boston Varnish Company for many years, the last four of which he has spent in charge of general sales development at the home office of the company.

J. Luther Roll has been appointed to the newly created position of industrial sales manager of the Chicago division. This division will continue to be under the direction of A. G. Ballester, a director of the company and general manager of the Middle Western division.

### Bradley-Goodrich Company to Advertise New Product

The Bradley-Goodrich Company, Haverhill, Mass., manufacturer of shoes and slippers, has appointed The Kenyon Company, Boston advertising agency, to direct the advertising of "Bradds," a new product. Magazines and business papers will be used.

### Hayes Body Company Appoints C. C. Winningham

The Hayes Body Company, Grand Rapids, Mich., manufacturer of automobile bodies, has placed its advertising account with C. C. Winningham, Inc., Detroit advertising agency. Business papers and direct mail will be used at present.

### New Business at Savannah

Thomas R. Jones, formerly with the Atlanta *Journal* and *Constitution*, has started an advertising business at Savannah, Ga., under his own name.

# Installation and Distribution Emphasized at Window Display Convention

Window Display Advertising Association Is Encouraged by Increased Representation of National Advertisers and Advertising Agents

THE fourth convention of the Window Display Advertising Association, which opened at New York on October 4, laid special emphasis on the elimination of waste in the distribution and installation of window displays.

The convention was featured by some strong recommendations, presented by the installation members in the form of resolutions to the convention. These resolutions were designed to eliminate certain evils in the installation of window displays, particularly the difficulty that arises when two services are competing in the same store with the result that a manufacturer's display may remain in a window only a few hours or a day. The installation members recommended that the association get behind a movement to make sure that the manufacturers' displays get at least a full week's showing. To that end they suggested a form which would be printed on the back of every piece of display material. This form would give the date on which the display was installed and would caution other installers to leave the display in for a single week. The recommendation was turned over to the board of trustees of the association for action.

Another excellent feature was provided by the speeches of three retailers, representing the drug, grocery and hardware field. These retailers told what they thought of displays as a whole and how they felt that displays could be improved so that they would fit more closely into the retailers' problem.

The closing session of the convention was taken up with a "case" discussion of a number of displays. This discussion showed how the displays were planned, what they intended to do and how successful they were.

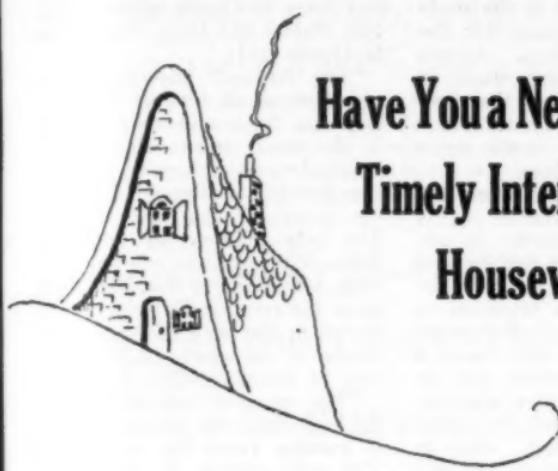
At the business session the fol-

lowing officers were elected: President, Lee H. Bristol, Bristol-Myers; vice-president, William B. Benton, George Batten Co., and treasurer, C. G. Munro, Munro & Harford Co. The board of trustees was increased to fifteen members to secure a wider representation throughout the country and the following members were elected to the board: Paul B. West, National Carbon Co., chairman; William Resor, J. Walter Thompson Co.; F. Walter Murphy, Fuller & Smith; Fred L. Wertz, Fred L. Wertz Co.; Joseph M. Kraus, A. Stein & Co.; William C. Kirby, E. R. Squibb & Sons; R. H. Pierce, Reuben H. Donnelley Corp.; L. E. Kaplan, Dis-Play-Well Service, Inc.; W. B. Geissinger, California Fruit Growers Exchange; Stuart Powers, W. F. Powers Co.; R. V. Wayne, Detroit Window Display Service; Frank Seamans, the U. S. Printing & Lithograph Co.; C. T. Fairbanks, Edwards & Deutsch; Sol Fisher, Fisher Display Service; W. E. Underwood, National Lamp Works of the General Electric Company.

The convention opened with the address of the president, Mr. Bristol, who outlined the work of the association during the last year and made several suggestions for its work in the future.

Mr. Bristol was followed on the program by Laurence G. Meads, of The Blackman Company, who chose as his subject, "What the Advertising Agency Can Do to Make Displays More Effective." Mr. Meads said:

"During the last few years merchandising conditions have developed in such a way that the alert agency realizes that it must give increasing interest to display problems. Agents have been realizing that dollars spent in displays help the dollars spent in other



## Have You a New Product of Timely Interest to the Housewife?

A TIME-SAVING invention which would lighten her work in the household or perhaps a new food product or a novel innovation in clothing for the children. There isn't a housewife anywhere who hasn't the urge to improve her home or lighten the daily cares that a home brings.

OUR HOME IMPROVEMENT DEPARTMENT—itself a modern addition to our magazine—will be glad to describe such a product to our subscribers. Each day brings inquiries of a varied nature from our read-

ers asking for further information concerning the articles described in this Department. One woman asks about a furnace for a cellarless house—another how to make a pineapple cream pie—and still another wants to know all about a new kind of flour-sifter.

THESE inquiries are all referred to the particular manufacturer who carries the product in question. He in turn can forward them either to the dealer; or write the consumer the name of the retailer who handles his product.

Circulation guaranteed—650,000 copies monthly.

Circulation November issue—750,000 copies.

## MODERN HOMEMAKING

*A Vickery and Hill Publication.*

W. H. McCURDY, Western Mgr.  
30 North Dearborn Street  
Chicago, Illinois

WM. F. HARING, Adv. Mgr.  
270 Madison Avenue  
New York City

forms of advertising. Conditions which have developed in the trade offer a wider opportunity for the effective use of displays. Agents have seen the shocking waste in displays and have realized that they can do their part to better distribution methods and create more effective window displays.

"The time is coming when the agent must decide whether he is going to specialize purely in advertising in periodicals, newspapers, the business press, etc., or whether he is to give serious attention to window displays. I believe that the agent of tomorrow will have a display department which will be in charge of an executive who understands the merchandising problems of window displays. Only in this way can the agency be sure that there is a proper co-ordination among all units of an advertising campaign."

At the banquet held on Tuesday evening, George S. Fowler, of the J. Walter Thompson Company, was the first speaker. He said:

"As I see display advertising it must have several cardinal virtues. Among these I would stress directness of thought, attractiveness, simplicity, and a solo line of argument; that is, the display must sell one product at a time. Displays above all must have no extraneous or useless filigrees. They must stick to the argument. They must not run off at tangents.

"To look at an old question from a broader angle, it seems to me that in spite of Borsodi and Chase and others of that ilk who would have us return to backwoods days, we will not return to simpler living because our system is already too complex and we would deny our business heritage. If we throw out merchandising and advertising we throw out better living, comforts that are now necessities, set our children back to the days of the little red schoolhouse, and lower our whole standard of living. I am not a fanatic about advertising. I will admit that many conditions in our present system leave much to be desired, but more good is being done under this system than was the case even twenty or forty years ago."

The next speaker at the banquet was Jerry McQuade, editor of *Display Topics* and *Drug Topics*. Mr. McQuade said:

"The national advertiser today can discard all his pet bugaboos. His one fight and only fight is in the retail store. The retailer obviously cannot buy all the merchandise that is offered him. Hence the question, what will he buy? The only solution for the manufacturer in order to win out under such conditions is for him to interest the retailer with every known device in the way of selling aids. There is no short road; it is a case of intensive cultivation.

"The greatest competition that the manufacturer encounters today is coming from the chain store. The only remedy is in close co-operation with the independent retailer. Cultivate the independent wisely and assiduously.

"Various combines lately have banded together a huge number of retailers. These retailers then sell space in their windows to the manufacturer. If this idea spreads, in time every retailer in the country will get the false idea that he should sell his window space to manufacturers, with the result, I figure, that it will add about \$20,000,000 a year to the present cost of distribution.

"To offset all these problems and really surmount them the manufacturer must augment his efforts in window displays. To my mind much can be done to make displays more exact than at present. I believe that display problems can be reduced through research almost to a mathematical certainty."

On the morning following the banquet two departmental sessions were held; an installation session and a buyers' session. The keynote of both sessions was better distribution and installation of displays. The work of the installation session has already been touched upon. It is hoped by the installation members of the association that with the backing of the association they may be able to bring about a better code of ethics among the services which are putting in displays today, with the result that the manufacturer will

Ad Serv.  
Associate  
David G.  
Standar  
Typogr  
SEND F

## No. VII

### FROM OUR CODE OF ETHICS

*"Improvement in Product — That members should constantly seek to improve the quality of their product so that more regular customers may be developed and the value of the good will of the member's firm increased; that a member's business be developed on the basis of quality and service rather than price."*

**T**HE manufacturer or merchant, the producer or purveyor, the maker or marketer, may all enjoy the benefits of professional typography. Good, sensible, honest copy backed by a good product presented in a pleasing typographic manner, will make sales.



**NEW YORK GROUP OF  
Advertising Typographers of America  
461 Eighth Avenue, New York**

#### MEMBERS

Ad Service Co. ✓ Advertising Agencies' Service Co. ✓ The Advertype Co., Inc.  
Associated Typographers ✓ E. M. Diamant Typographic Service ✓ Frost Brothers  
David Gildea & Co., Inc. ✓ Montague Lee Co., Inc. ✓ Frederic Nelson Phillips, Inc.  
Standard Ad Service ✓ Supreme Ad Service ✓ Tri-Arts Press, Inc.  
Typographic Service Company of New York, Inc. ✓ Kurt H. Volk, Inc.  
The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK

Oct. 13, 1927

*As the*

# COMPETITION for ATTENTION

becomes keener, the importance of the advertisement's physical appearance becomes more and more apparent. This organization is a group of specialists rendering *an intelligent creative service* to advertising agencies.

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THE CREATIVE STAFF of this company offers the services of men well known for their agency experience and training: *W. O. Floing, Walter Whitehead, Don Hurlbut, H. L. Waterous, Hugh Preston and John B. Woodruff.*

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## W. O. FLOING, INC.

*General Motors Building, Detroit  
250 Park Avenue, New York*



be assured a reasonable showing of his display material. As conditions are at present, a few unethical installation services can do a great deal to nullify the good work being done by the better class of services. The installation members believe that their recommendations will show the manufacturer that the better class of services are sincere in their desire to help him get better display.

The buyers in their departmental meeting discussed various angles of distribution and installation.

Elsie Rushmore, of Erwin, Wasey & Company, told of an investigation she made recently among groceries in New York. Her talk brought up a number of interesting facts concerning the methods that grocers use in display.

F. J. Nichols, secretary of the Society for the Interchange of Merchandising Ideas, spoke at the lunch held Wednesday noon. Mr. Nichols said:

"Volume is at the basis of business conditions in the United States today. In my estimation ours is a profitless prosperity. Banking houses and the railroads are the only ones which can profit on a volume basis of doing business. We are breaking all existing sales records in our mad scramble but we are making no money. We are not creating profit fast enough. The root of the evil is that we are selling too much merchandise, hence this volume greed is a disease eating in on the profits of business. The number of a product that is sold does not count. The question the manufacturer must ask himself is, 'am I making a profit on it?'

"I believe that we are at the beginning of an era of scientific merchandising. The big factors in that era will be the chain store, the department store, the mail-order house, and the direct selling or peddling organizations. These units are the only ones that are doing any worth-while research work today, except in the instances of a few associations."

The Wednesday afternoon session was devoted to distribution methods. W. E. Underwood, ad-

vertising manager, National Lamp Works of the General Electric Company, described how his company handles its display program by mail. He explained that his company charges its dealers \$5 a year for its monthly window display service and at present out of 20,000 retailers more than 5,000 are subscribing to this service. He pointed out that the \$5 does not cover the cost of the service. Mr. Underwood then went on and explained why his company has adopted this policy and how successfully the policy has been operated.

W. J. Frankston, manager of sales promotion, Bloch Brothers Tobacco Company, described how his organization distributes its displays by its own salesmen.

"We succeeded in distributing about 70,000 displays a year," said Mr. Frankston. "We believe in our method of distribution for several reasons. First we get the benefit of a direct contact with the dealer and our representatives are able not only to sell our displays to the dealer but also to get a line on the dealers' problems. When our salesmen run up against a demand to pay for window space they explain the mutual advantages of that space to both dealer and the company. In our displays we endeavor to not only sell our product for the dealer but to sell other products. When our salesmen distribute displays it means that we are helping cut down on the wastes of display distribution. Our salesmen not only do not put in displays where they are not wanted but occasionally they salvage good display material from cellars. In addition we are insured that our displays will be properly installed and that our salesmen will furnish us with a constant stream of information concerning the dealer's attitude toward displays."

Distribution by crews was the subject of a talk by Walter S. Jenkins, display manager, Colgate & Company. Mr. Jenkins described the organization of his company's activities. The United States is divided into twenty-two territories and the territorial managers select

Oct. 13, 1927

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their own men. They are close to the job and know men and conditions. A careful schedule is planned for each crew and they are routed in the salesmen's territories and report each day to the branch manager. The branch manager in turn reports each month to the home office.

John M. Van Horson, of Johnson & Johnson, Inc., described the distribution of displays by installation services. He suggested that each advertiser ask himself five commonsense questions: (1) How carefully do I select the installers? (2) Do I pay the organization sufficiently? (3) Do I set up definite specifications for the work to be done and inspect its quality? (4) Do I give installers sufficient co-operation? (5) Do I establish any *esprit de corps* among my installers? He then pointed out that the results of thinking of displays in terms of a selling function are: (1) A display which will increase sales; (2) A sales organization which will use a display aggressively to move merchandise from the dealer's store; (3) The securing of valuable locations for your display; (4) The utilization of the display organization as an effective auxiliary arm of your sales organization to secure by its workmanship the maximum results from a good sales producing display.

The first session on the following day was devoted to an exceptionally interesting program given entirely by representative retailers.

T. Bruce Furnival, of Putnam & Furnival, Syracuse, N. Y., told what the druggist thinks of present-day store displays.

"Dealers are receiving too many displays," said Mr. Furnival. "Less than 40 per cent of the displays get into the druggists' windows. One reason is that displays are sent at inopportune times. Another reason is that the dealer frequently hasn't enough goods to make the window worth while."

"Displays should be tied up with the national and local newspaper advertising and should have counter display material with them."

"The average druggist has not

the proper time or ingenuity to install displays. For that reason many manufacturers use crews, but the trouble with crews is that they do not carry out the personality of the store. The members of the crew, therefore, should study a store's display personality and try to get a reflection of it in the display. Displays should carry the price of the article and should be packed so that they are received in good condition.

"If the dealer is receiving a decent profit from a product which he has carried for some time he should not expect to be paid for the use of his window. On the other hand if the product is a new one of uncertain merit the dealer has every right to expect to be paid either in free goods, extra discounts or actual cash."

#### A HARDWARE DEALER TELLS WHY SOME DISPLAYS SUCCEED

Carl V. Haecker, sales promotion manager, Frank Burke Hardware Company, Waukegan, Ill., spoke for the hardware field. Mr. Haecker opened his talk with a short outline of the essentials of good displays and pointed out how the average manufacturer can get these fundamentals into his display. Mr. Haecker then showed a number of manufacturers' displays which had been used in his own store with remarkable results. He pointed out why these displays were successful and why in some cases they were not as successful from his standpoint as they might have been. He also showed several displays which he did not believe met the requirements of the average hardware store.

The closing session of the convention was devoted to a case method study of window displays. A number of manufacturers of display material presented successful displays which they had originated during the last year and explained how the idea was conceived, how it was carried out, what the display represented, and what it had accomplished. The result was an extremely interesting session which had by far the largest attendance of any of the sessions of the convention.

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# 9 Big Reasons Why Pollard-Alling Addressing Equipment CUTS COSTS

**F**REQUENT mailings to lists of names soon runs up costs to prohibitive figures—if you use slow working, inadequate addressing equipment. Speed in every operation is necessary for economical, profitable addressing.

Check these nine big features of the Pollard-Alling System against your present equipment and you'll have the most convincing argument in the world for installing Pollard-Alling.

- (1). Embosses 150 to 200 four-line address plates per hour.
- (2). Changes made—insert or remove plates—at the rate of 250 to 300 per hour.
- (3). From 3,000 to 45,000 names addressed per hour.
- (4). Cost of embossing including plates and oper-

ator's hire not over \$7 per 1,000 plates.

- (5). Cost of addressing with Automatic Envelope machine including operator's hire not over 10 cents per 1,000 names.
- (6). Plates on reels for high speed operation and economy of storage space.
- (7). Aluminum plates for light weight, low cost and high scrap value. Cost, \$4.20 per 1,000—scrap value about 60 cents per 1,000.
- (8). Speed and economy in every operation.
- (9). Addressing is done as neatly and accurately as by a typewriter.

Send the coupon and let us analyze your own requirements, show you how to eliminate your addressing troubles and help you make more money.

*Power Reliefograph  
(embossing machine)  
with standard type-  
writer keyboard.  
Capacity: 250 four-line  
addressing plates per  
hour.*



VISIT OUR BOOTH AT THE  
DMAA Convention & Exposition  
CHICAGO - OCTOBER 18-21



## POLLARD-ALLING MFG. CO.

*Addressing, Mailing & Listing Machines  
226 WEST 19TH STREET  
NEW YORK CITY*

Gentlemen: Please send us full details of Pollard-Alling Equipment based on the following description of our requirements:

Size of our list.....	System
now used.....	Frequency of
mailings.....	Average number of
pieces addressed at one time.....	
Average corrections and additions to	
be made on lists daily or weekly....	

Name .....

Address .....

# Advertising as an Aid to Successful Political Campaigns

No Other Way So Satisfactory as Paid Space for Putting Political Issues before Voters

CHARLES E. VAUTRAIN, ASSOCIATES  
HOLYOKE, MASS.

*Editor of PRINTERS' INK:*

Will you kindly advise if you have a list of articles that have been written in PRINTERS' INK on the subject of successful political campaigns?

It seems that I have read a few of these from time to time and just at the present time I am interested in obtaining any information I can on the subject.

CHAS. E. VAUTRAIN.

POLITICAL advertising campaigns, a considerable number of which have been successful, have frequently been described in PRINTERS' INK. What more appropriate season than the present, therefore, to recall a few instances? They will, it is hoped, remind those whose interests for the next few weeks will be engaged, wholly or in part, in the heady business of party politics that there is no better way to advance the cause of worthy candidates than to appropriate funds for the purchase of paid space and to place the expenditure of such funds in the hands of individuals who are experienced in the management of successful advertising campaigns.

The use of paid advertising in periodicals and outdoor mediums in connection with political campaigns has grown so enormously during recent years that no complete record has been or could be kept. A few outstanding instances have been described in PRINTERS' INK, of which the following are among the more notable:

John F. Vivian, Republican candidate for Governor of Colorado, when charged by his opponents with being a professional politician, took paid newspaper space to answer the charge by describing his political service and his belief that holding political office is a profession for which one ought to train as thoroughly as for any other.

Tom Sterrett, not a politician but

a newspaper man and a Republican voter, of Erie, Penna., decided he wanted to be sheriff of Erie County on the Republican ticket. Losing the Republican nomination, he went after the Democratic nomination and won it. Then he used newspaper advertising and novelties. These novelties were thousands of deputy sheriff's badges made of tin, reading "Deputy for Sterrett," and distributed to every child in the county who applied for one at Sterrett's headquarters.

The Conservative Party, of Nova Scotia, Canada, engaged advertising counsel and used a campaign of full-page newspaper space to rally the voters of the Province around an issue rather than a candidate. The campaign was successful in helping to overthrow an administration that had been in political power for forty-three years.

Sol Bloom, running for Congressman on the Democratic ticket, in the City of New York, employed a direct-mail campaign that embodied features of more than ordinary interest and effectiveness. The campaign was a series of illustrated testimonial letters in the form of four-sheet folders. The illustrations showed Mayor Hylan, New York State Senator Straus, Governor Smith of New York, and U. S. Senator-elect Copeland, each with a hand on Mr. Bloom's shoulder in the act of saying, "Sol, You Are Good Enough for Me." Each sheet contained a testimonial letter from the individual illustrated.

Two opposing candidates for Commissioner of Streets and Parks, in Shreveport, La., used newspaper advertising to urge their respective merits upon the voters of Shreveport. It was a contest of copy. Both candidates were of the same political party. While the campaign, in a sense, was a tempest in a teapot, nevertheless the length

## OLSON and ENZINGER Inc.

*— a complete national advertising organization, consisting of the following departments:*

Market Research and Statistical · Planning  
and Merchandising · Copywriting · Art · Mechanical Production · Space Buying (Newspapers, Periodicals, and Outdoor) · Checking  
Export Advertising  
Radio Advertising



M I L W A U K E E

# Why do you re-subscribe to your favorite publication?

Not because of premiums, or clubbing offers, or a fast-talking canvasser, do you? Or, do you?

Christian Century readers do not re-subscribe for any of these reasons. They can't.

Yet—76% re-subscribe.

Just another evidence of the advertising value offered by this intimate reader-interest journal.

31,000 subscribers of the intelligent, leadership kind—readers, keenly alert to the 32 pages of this brilliant weekly journal of opinion.

The  
**CHRISTIAN  
CENTURY**

440 South Dearborn Street      Chicago, Ill.

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of time it ran, the interest it created, the intelligence and variety of the copy used on both sides, and the fact that the more "human interest" copy won, makes the story of the campaign one worth studying on the part of those who may be looking for suggestions on copy.

Calvin Coolidge, running for re-election as Governor of Massachusetts; Miss Alice M. Robertson, winning for herself a seat in Congress from the second Oklahoma Congressional District; Eugene F. Wells, candidate for school treasurer on the Republican ticket in Oklahoma City, switching the vote of 5,382 Democrats; Henry W. Kiel, advertising himself into the position of Mayor of St. Louis; and Oles, the marketman of Youngstown, Ohio, advertising himself into the mayor's chair with copy that featured his meat market products and his political qualifications in the same advertisement; all of these outstanding examples of the successful use of paid space in political campaigns are recounted in detail in an article entitled, "Selling the Silent Voter," in PRINTERS' INK, of September 14, 1922.

A complete list of all articles which have appeared in the PRINTERS' INK Publications on the use of paid space in connection with political campaigns is available to those who will write for it.—[Ed. PRINTERS' INK.]

#### J. H. Connell Becomes Partner in Williams & Holman

Joseph H. Connell has become a member of the firm of Williams & Holman, San Francisco, publishers' representatives. He was formerly a representative at San Francisco of the Hearst morning newspapers and previous to that was with M. C. Mogensen & Company, publishers' representatives, San Francisco.

#### Taco Heater Account to Hoyt Agency

The Thermal Appliance Company, Inc., New York, has appointed the Charles W. Hoyt Company, Inc., New York advertising agency, to direct its advertising account. Taco heaters will be advertised territorially in newspapers.

#### Found Advertising's Sales Cost Less Than Salesmen's

ARROWHEAD SPRINGS CORPORATION  
LOS ANGELES

##### *Editor of PRINTERS' INK:*

In your issue of September 8 [page 42] you list an inquiry regarding the relative cost of advertising and salesmen. You are quite right in believing that there is no definite answer to be given to this question.

However, in our spring water business, we know that house-to-house solicitors and salesmen were two tools available to us and we were interested in seeing where we would throw the largest percentage of our appropriation.

The cost per sale through solicitors is, of course, quite easy to get, and figures, over a period of more than a year, at \$1.22 each.

We are extensive advertisers and our sales, of course, are made direct to the consumer and all orders from new users come in to us by telephone. For a period we checked on all of these and determined through several methods the approximate number that could be credited to advertising. We arrived at a figure which we believe to be sufficiently correct for us to base our plans on. This was ninety-five cents each for a customer secured through advertising.

T. W. BRAUN,  
*Sales Manager.*

#### Milwaukee Gas Tool Account to Hannah-Crawford Agency

The Milwaukee Gas Tool Corporation, Milwaukee, manufacturer of a newly perfected gas hammer and demolition tool to be marketed under the name of Rodax, has appointed Hannah-Crawford, Inc., Milwaukee advertising agency, to direct its advertising account. Business papers and direct mail will be used.

#### Cutlery Account to Evans, Kip & Hackett

The John Russell Cutlery Company, Turners Falls, Mass., has appointed Evans, Kip & Hackett, Inc., New York advertising agency, as advertising and merchandising counselor.

#### W. G. Carlson with Trackson Company

W. G. Carlson, formerly advertising manager of the Gisholt Machine Company, Madison, Wis., has joined the Trackson Company, Milwaukee, in an advertising capacity.

#### Ray Davis Joins J. P. McKinney & Son

Ray Davis, formerly manager of the Chicago office of Lacoste & Maxwell, has joined the Chicago office of J. P. McKinney & Son, publishers' representatives.

# Changing the Product to Make It a Year-Round Seller

One Would Hardly Expect to Sell Sleds in the Summer, but That Is What This Company Is Doing by Making Them Usable in Any Season

IT may not be long before that old saw about selling electric fans to Eskimos will be an actual merchandising fact. It is hardly more far-fetched than the idea of selling sleds in summer and that is being done now. The story which follows suggests that there may be many products that are ordinarily considered to be strictly seasonal that might be made into year-round sellers merely by changing them in some small way to adapt them to the seasons.

Sleds have been a winter product for many years. No amount of "aggressive merchandising" could ever overcome such a summer slump handicap. But a change in product has done this. The idea of the "Whizzard" sled first came to Leon Pollack as he watched various attempts of children and grown-ups to drag snow sleds over bare spots. He decided that some sort of a wheel and runner surface could be devised that would enable a sled to navigate snow and bare patches with equal ease. The result was the Whizzard, which has runners similar to those of most modern snow sleds, into which small steel wheels are inserted.

Mr. Pollack soon discovered that he had solved even a greater problem than that of navigating the bare spots. He had a sled that could be sold in the summer. Not only that but the sled was a national seller. It could be sold in Florida as well as North Dakota.

That, briefly, is the history back of the organization of the Pollack Roller Runner Sled Company, Inc., of Boston, of which Mr. Pollack is president.

Before any advertising was started, the potential receptability of the Whizzard was tested in New England and later in New York, Philadelphia, Cleveland and other cities.

The sled was gradually perfected with the aid of a constant stream of constructive criticisms from department store buyers, hardware dealers, jobbers and their salesmen and others who were consulted regarding the outstanding features of the sled in its various stages of development. The idea behind this research was: "These men know what the public demands in sleds. It is up to us to find out what these good points are and to incorporate them in our sled."

The receptability tests were conducted on a large scale. One method was to demonstrate models of the sleds to thousands of boys at playgrounds in Boston. The sleds attracted so much attention that streets and walks were blocked. Nor were the tests confined to prospective users of the sleds—boys and girls. The sleds were exhibited to the general run of grown-ups in various cities—to get their reactions. These people gave valuable suggestions on improving the sturdiness and practicability of the sleds.

## A SLED WITHOUT A SEASON

In the dealer advertising campaign for the sled, it is being featured as "The sled that knows no seasons," "The sled that coasts in winter and summer alike," "The sled that will sell in Alabama, in Florida or Alaska," etc. Much emphasis is placed on the advantages year-round selling of sleds would give over seasonal selling, to which the regular snow sled is limited.

For example, it is pointed out that a stock of Whizzard sleds would never be out-of-season or dead. The dealer would not have to wait for the arrival of snow before starting to make sales. He would have no storing away and taking out to do. Nor would he

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## "...and it cost us \$70,000 to produce that book"

"Those record forms are earning their keep, Mr. Simmons. Every one of the fifteen hundred is in actual use and showing a profit to its user! Look at these various types of stock records—and here are groups of sales records, purchase records, production records, credit records and every other conceivable record-form for every business or professional need. You happen to be interested in sales records. Let's turn to them and we can see what other firms have found it worth while to know about their salesmen."

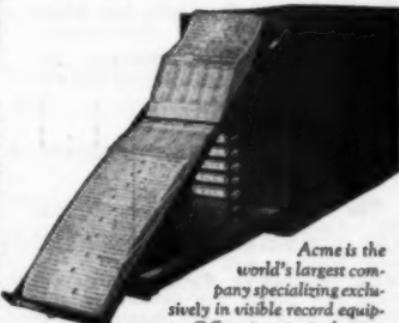
\* \* \* \* \*

Such is the book which we invite you to make free use of—to inspect at your own desk when you have a problem connected with record-forms.

Of course, your record problem may not coincide exactly with any solved by the forms in the book. You may want special forms for special conditions.

But the records used successfully by some of the country's leading institutions will certainly give you many valuable suggestions which can be incorporated in your own forms. Here is a mine of ideas which will make your records make money for you.

An Acme man near you will bring it to your desk upon request. There is no obligation involved in asking to see it. Better look it over. Use of the coupon will bring both man and book.



Acme is the  
world's largest com-  
pany specializing exclu-  
sively in visible record equip-  
ment. Offices in principal cities.

# ACME VISIBLE RECORDS

Acme Card System Company  
1410 Lakeview Bldg., Chicago  
Without obligation, please let me  
see your book of 1,300 record  
forms.

NAME .....

FIRM NAME .....

CITY ..... STATE .....

have to gauge purchases by the prospects of sales over a given short winter period.

The copy stressing these points is of page and double-page proportions, in two colors. It is appearing in a half dozen or more hardware and toy publications. The sled is pictured in each advertisement with a special diagram "close-up" showing the "roller runner" arrangement.

The dealer campaign is preliminary to a consumer advertising drive that will start in September in boys' magazines. This campaign will formally introduce the sled to the public, and the copy will be tied up closely with the local dealer.

The consumer copy will follow somewhat similar lines to that of the dealer campaign, but it will feature, above all, the year-round use of the sled in any climate. Booklets in three colors giving complete details of the sled will be distributed through the dealer.

The sled will be marketed through the regular jobber-dealer channels. Offers by mail-order houses and big chains to take large quantities of the sleds were turned down because they sought exclusive distribution rights and would have sold the sleds at cut prices. The company admits that these offers would insure a fairly large distribution of the sleds, but what it seeks is universal distribution through the regular channels, not only in the United States but in Canada and Europe.

### Philadelphia Electrotypes Merge

The Royal Electotype Company and the American Electotype Company, both of Philadelphia, have merged. The new business will be known as the Royal Electotype Company and will have two plants, one devoted to publication work and the other to commercial work.

### E. C. Auld with St. Louis "Times"

Ernest C. Auld has been made advertising director of the St. Louis *Times*. For a number of years he has been with the advertising staffs of Hearst newspapers in New York, Boston and Chicago.

### Retail Stockturn, Erstwhile Turnover, and How It Is Used

S. M. GOLDBERG ENTERPRISES, INC.

NEW YORK

#### *Editor of PRINTERS' INK:*

Retail turnover again has been misrepresented in your article on that subject on page 49 of the September 22 issue of *PRINTERS' INK*.

The progressive retailer of today knows what turnover of stock is and in most retail circles this is called "Stockturn" and not "Turnover." "Stockturn" is self-explanatory, whereas "Turnover" is confusing in itself.

The majority of department stores, chain stores, affiliations and progressive independent retailers today operate on what is known as the "Retail Method of Accounting." In the retail method, the inventory is always carried at retail prices and not at cost prices. This is done for the very good reason that to the retailer a stock of merchandise is worth exactly what he can sell it for, which is considerably more than what he paid for it.

Moreover, all percentages of advertising, selling help, rent, mark-up, cost of merchandise, mark-downs, etc., are all determined on the retail sales and not on the cost of sales. Hence, the inventory, that most vital foundation of all planned sales volumes, necessarily should be shown at the retail selling value.

To secure the "annual rate" of stockturn, the net retail sales volume for the year is divided by the average retail stock carried during the year. The average retail stock is determined from thirteen inventories and not from twelve inventories as you suggested.

It must always be carried in mind that as long as a retailer remains in business, he must have a base stock of merchandise with which to do business; he cannot sell his stocks completely out and stay in business without continually replacing them. That is why the average annual inventory is secured by adding to the inventory at the beginning of the year, the twelve average monthly inventories. These thirteen inventories are totaled and the sum divided by thirteen, to secure the accurate average annual inventory.

It is of importance to secure the average inventory in the above method, because of the wide fluctuations in a retailer's stock from month to month. Moreover, the percentage of NET mark-up fluctuates from month to month.

To deduct the gross profit from the retail sales and then divide this amount by the *invoice cost* of merchandise gives an appreciable difference in rate of stockturn when determined by the retail method shown above. Why? Because in the retail method the stock of merchandise on hand is depreciated each and every month by the mark-downs taken each month, whereas in the cost method it is the rule to take an actual *market* cost only once a year.

I trust that this will set you somewhat clearer on what is meant by retail stockturn.

SOL GILBERG,  
President.



**Celoron Timing Gears**  
Are made and tested  
1—Eliminate metal-to-  
metal contact  
2—Silent at all speeds, and  
stop almost instantaneously  
3—Allow every part of the  
machinery to run without  
the noise of vibration  
4—Accurately cut, they  
keep timing accurate  
5—Inexpensive, efficient, and  
easy to install.

Celoron, Incorporated, Philadelphia, Pennsylvania. Celoron Timing Gears are made by the Celoron Gear Company, which has been manufacturing them for over twenty years. They are made of the best materials and are guaranteed to be silent and accurate.

**GLIDING** upon unruled surfaces, speeding with the rush of swift, smooth waters—what fascination there is in silent, effortless motion!

To glide swiftly along behind a quiet, perfectly timed motor is the supreme sensation of locomotion modeling. Above all else, perfect timing is the secret of smooth and noiseless machinery. Celoron Silent Timing Gears provide that perfect timing which assures a silent, unending flow of efficient power.

That is why the preference for Celoron Timing Gears, by car owners and our leading cities, has grown so steadily—why the many motor clubs that have already been loaded with Celoron Gears are now members in the millions.

**THE CELORON COMPANY, Philadelphia, Pennsylvania**  
Division of Diamond State Pipe Company  
Standard Products, Machine Tools and Products  
In Canada: 100 Bayview Ave., Toronto

## CELORON TIMING GEARS

**W**HEN a product's principal sales advantage is such an intangible as Silence, the copy problem is a supreme test of ingenuity and resourcefulness. The effectiveness with which Silence has been dramatized in the current advertising of Celoron Gears, is convincingly reflected in our client's strengthened position.

**McLAIN-SIMPERS ORGANIZATION**  
... *Advertising* . . .

**PHILADELPHIA**

**NEW YORK**

Oct. 13, 1927

# The Jewish Tribune

reaches the cream of a wealthy field . . . and we can—and will—prove it!

We have prepared a "High-Rental-Street Subscription List." We will be glad to show it to you—to have you compare our circulation with that of any other in our field.

**THE JEWISH TRIBUNE has  
the largest ABC circulation  
in the general English Jew-  
ish field.**

# The Jewish Tribune

Founded by Dr. Nehemiah Mosessohn  
570 Seventh Avenue  
New York City

Herman Bernstein  
Contributing Editor

David N. Mosessohn  
Editor

# Lumber Industry Starts Five-Year Educational Campaign

\$1,000,000 a Year to Be Spent for Campaign in Which Advertising in Magazines, Newspapers, Business Papers and by Direct Mail Plays Leading Part

THE national co-operative trade extension campaign of the lumber industry—supplementing regional and individual campaigns—has begun with advertising as its leading factor. Acting under the direction of the National Lumber Manufacturers Association, about 300 prominent lumber manufacturers and distributors of the United States and British Columbia have subscribed for the purpose \$1,000,000 a year for five years.

The initial advertising is unusual for the reason that its publication is intended merely to encourage the public to think about the importance of wood, and to pave the way for intensive selling copy during the building season next spring. It includes a two-color double-spread and single pages, announcing the offer of prizes aggregating \$15,000 for a slogan about wood, and running through October and November. This advertising will appear, with variations, in twenty-eight magazines of general circulation and in fifty-nine business and class journals. The keynote of this preliminary campaign is the idea that wood is unrivaled for certain purposes, abundant, and should be used to conserve the forests, on the basis that timber is a crop which needs to be cut when ripe, and that failure to use the crop means waste and prevention of new growth.

There are fifty-seven prizes ranging from \$5,000 down to \$100, and the advertisements carry coupons for the purpose of entering contestants and requesting free copies of the institutional booklet, "The Story of Wood," which it is necessary for contestants to read.

The advertising is planned to run twice in most of the publications on the list. In addition to the publication advertising, a direct-mail campaign is going to purchasing agents, architects, engineers,

contractors and the principals of the wood-using industries.

"The Story of Wood" is in two colors and contains twenty-four pages. An edition of 500,000 copies has been ordered. The association expects to use this booklet for some time to come; so its text contains no word of the contest, but four pages are tipped into the booklet to explain the contest and to carry an official entry blank.

A long list of newspapers will be used for the selling campaign in 1928 and for the next four years; and during the preliminary slogan advertising the retail lumber dealers of the country will co-operate with carefully planned newspaper advertising of their own as an essential factor in a closely linked-up program in connection with the association's advertising.

The association is arousing interest on the part of 20,000 retail lumber dealers with a direct-mail campaign. A week or two before the slogan contest started, all of these dealers were invited to take part by advertising in their local papers. For this purpose, the association has furnished a series of mats and electrotypes and copies of "The Story of Wood" free. Dealers who run this advertising in their local papers are allowed to manage the contest in their localities. Requests for the booklet elicited by the national advertising are sent to them, and they even receive the slogans submitted by contestants, forwarding them to the office of the association.

On the present list are twenty-six business papers covering the lumber industry. To make a success of the campaign, the association plans to educate all parts of the industry regarding the facts of the present condition. Not many years ago, the business of the average retail lumber dealer consisted almost entirely of lumber.

Oct. 13, 1927

# In the Home

The Family Budget  
is made in the  
Home.

Family expenditures  
are planned  
in the Home.

The newspaper  
which is 90%  
Home Delivered is,  
obviously, the medium  
for advertisers  
to use to influence  
the family in its expenditures.

# Newark Evening News

EUGENE W. FARRELL  
Business and Advertising Manager  
Home Office, 215-221 Market Street,  
Newark, New Jersey

O'MARA & ORMSBEE, Inc.  
General Advertising Representatives  
New York, Detroit, Chicago,  
San Francisco

Today, lumber contributes only about 65 per cent to the average dealer's volume of sales. This means considerable progress on the part of lumber's competitors, and that the advertising and merchandising on substitute products has been effective. Therefore, the lumber association has concluded that it faces the necessity of advertising the facts to the members of its own household.

The selling copy for the spring advertising is now being planned and written, and a list of publications is being compiled. The association is rapidly building up an organization for the promotional campaign. This organization includes three divisional offices, to be located at San Francisco, Chicago and New York. Under these, there will be from four to six district offices in each division, and all will be equipped with technical staffs. The men of these offices will work closely with the 3,000 traveling men of the manufacturers, with as many more salesmen of the wholesalers, and with the 30,000 lumber yards of the country. The purpose of the organization will be research and investigation leading to better manufacturing and merchandising practices, and to give assistance not only to lumber dealers, but also to architects, manufacturers, builders and individual home owners. The national co-operative trade extension campaign anticipates taking advantage in every possible way of every inquiry created by the advertising.

An important phase of the plan is that it is intended to buck up the faith of manufacturers and dealers, as well as to create a public demand for lumber. Although for some time many lumber retailers have shown a partiality for other materials, the facts show that lumber is one of their most salable products and a good money-maker. For a month or more the 3,000 salesmen of the lumber producers of the country have been driving home the proof of this claim, while they have been explaining the advertising of the contest with a carefully prepared portfolio, which not only illustrates and explains



"Every day, when necessary, they're in my office at a time that's most convenient for me." The executive of one of the near-by accounts we serve said this of us to a business associate recently. He might have added that this type of day-to-day co-operation on advertising problems is only possible where agency and client are virtually next-door neighbors.

## THE MANTERNACH COMPANY *Advertising*

The Manternach Building • 55 Allyn Street  
HARTFORD, CONNECTICUT

# Can you sell



*window displays*

*counter displays*

*24-sheet posters?*

We are looking for a first-class, seasoned salesman to join our organization. No "cubs" need apply.

The man we choose will have a wide working knowledge of the lithographic field, a sound selling record and probably some personal customers of his own.

With us he will be representing a large firmly established business, an acknowledged leader in the field with a reputation for doing more than ordinary good work. The right man can earn just about what he wants within reason.

For the present we prefer to hide our identity behind a box number, though the members of our organization all know about this advertisement. Write fully in confidence to "Z", Box 274, Printers' Ink Weekly.

## TRY COUNTING THE NEW ONES!

—○—  
**Magnificent Cathedrals  
going up  
Everywhere**  
 —○—  
**A TREMENDOUSLY STRONG  
and  
WEALTHY ORGANIZATION  
with  
NUMEROUS BRANCHES  
in EVERY  
CITY AND TOWN  
with  
ONLY ONE MEDIUM  
Absolutely Restricted  
to the church buyer**  
 —○—

Write for samples and information  
concerning  
The Church Trade Journal since 1899

### The EXPOSITOR

710 Caxton Building  
Cleveland, Ohio  
156 Fifth Ave.  
New York City

37 S. Wabash  
Chicago, Ill.

5th Annual  
**FOOD**  
 And Household  
**SHOW**  
 NOV. 12-19 (Incl.)

For Space and Rates  
Write

## EORIA JOURNAL- TRANSCRIPT

*Read in 4 out of 5 Homes*

Member by invitation  
100,000 Group of American Cities  
Chas. Eddy Co. Nat'l. Rep.  
Chicago - New York - Boston

the advertising, but also presents interesting information regarding the condition of the industry as a whole.

The 1928 spring campaign of advertising will feature trademarked and grade-marked lumber. Its purpose will be to inform the public as to sizes and grades, and to point out the proper lumber materials for various uses and will be institutional at times. A symbol standing for the quality of lumber manufactured by the members will be developed and adopted, and it will have a conspicuous place in every advertisement of the five-year campaign.

### Southern Publishers Appoint Postal Legislation Committee

In accordance with a resolution passed at a recent session of the Southern Newspaper Publishers Association, a committee on postal legislation has been appointed to work toward the reduction of second-class postal rates. The committee consists of Urey Woodson, Owensboro, Ky., *Messenger*, chairman; E. B. Stahlman, Nashville, Tenn., *Banner*; E. K. Gaylord, Oklahoma City *Oklahoman* and *Times*; H. Galt Braxton, Kinston, N. C., *Free Press* and W. T. Anderson, Macon, Ga., *Telegraph*.

### A. S. Lucas Heads Alston-Lucas Paint Company

A. Stanley Lucas has been elected president of the Alston-Lucas Paint Company, Chicago, succeeding his father the late A. J. Lucas. J. B. Swift was chosen vice-president.

### William Horner Joins New York "Mirror"

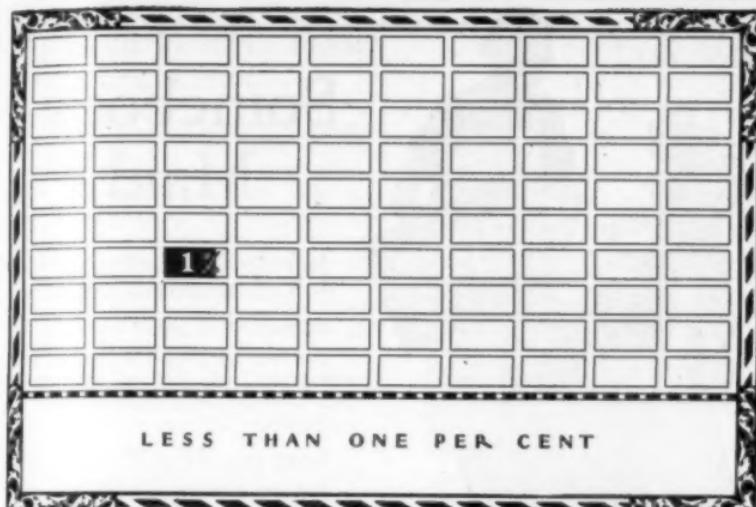
William Horner, for many years advertising manager of the Brooklyn, N. Y., *Times*, has joined the advertising department of the New York *Daily Mirror*.

### Skilsaw, Inc., Appoints Quinlan Agency

Skilsaw, Inc., Chicago manufacturer of electric saws, has appointed The Quinlan Company, Chicago advertising agency, to handle its advertising account.

### R. A. McMillan with Smith & Ferris

Roy A. McMillan has been appointed head of the publicity department of Smith & Ferris, Los Angeles advertising agency.



*An Advertisement of  
the American Telephone and  
Telegraph Company*



No ONE person owns as much as 1% of the capital stock of the American Telephone and Telegraph Company.

The company is owned by more than 420,000 people, with stockholders in every section of the United States. It, in turn, owns 91% of the common stock of the operating companies of the Bell System which give telephone service in every state in the Union, making a national service nationally owned.

The men and women owners of the American Telephone and Telegraph

Company are the largest single body of stockholders in the world and they represent every vital activity in the nation's life, from laborer and unskilled worker to wealthy and influential executive. Although the telephone was one of the greatest inventions of an age of large fortunes, no one ever made a great fortune from it—in fact, there are not any "telephone fortunes." The Bell Telephone System is owned by the American people. It is operated in the interest of the telephone users.

Oct. 13, 1927



## Somebody's Maid?

**N**O—merely one of many thousands of high school girls taking domestic science courses to prepare themselves for the management of a home.

Soon this girl will marry and have a household of her own with its myriad needs, but like all high school girls she has much influence on the family purchases right now.

## Sell Her Today for Tomorrow

Approximately one of every six persons in the United States is between 13 and 18 years of age. There's a real market—for necessities and luxuries. Sell the youth of today and escape the high mortality rate among industries which may threaten you tomorrow.

For it is a fact that every 33 years the market for any one product experiences a 100% change—that every three years 11% of any advertiser's market dies off.

The Scholastic, used as a textbook-magazine in thousands of high schools throughout the country, offers an ideal channel through which to reach youth for present and future sales. Each issue is repeatedly referred to during the year—giving longer life to your message.

### The SCHOLASTIC

A National Magazine for the Schoolroom

Wabash Building,  
Pittsburgh, Pa.

55 W. 42nd St.,  
New York City

Member Audit Bureau of Circulations

## Progress Reported in Federal Trade Stipulations

*Washington Bureau  
of Printers' Ink*

ACCORDING to its new policy of aiding business to help itself, the Federal Trade Commission has just announced that it has settled by stipulations five cases in which unfair trade practices were charged. Each case was involved with some phase of unfair or fraudulent advertising, and the report indicates that the Commission is making excellent headway with the stipulation method of eliminating unfair practices.

In the disposal of these and many other cases of the kind, the Commission has given the business firms involved the opportunity of signing an agreement that they will cease and desist forever from the acts and practices charged by the informal complaint. The cases result almost entirely from complaints made by competitors and the public.

Under the old policy, investigations were made, following such complaints, and, when the facts and findings warranted, formal complaints were issued and made public. The new procedure is strictly confidential, and firms under investigation are protected against adverse publicity, provided they comply with the terms of the stipulation. In this way, the Federal Trade Commission is successfully eliminating trade practices that are questionable and unfair, without the danger of injuring respondents who may be innocent, or who may be singled out of many in the same line who are practicing the same methods.

When the business of a proposed respondent is fraudulent, stipulation is not granted. The Commission holds that the law under which it operates gives it a judicial discretion in the disposal of cases, and it considers that stipulation should be allowed only when it is in the public interest. The report further states:

"Success of the stipulation method depends upon the willingness of

You will do a good job for us as well as for yourselves if you will make a fairly careful investigation of the organizations that profess to perform market surveys, particularly considering these things:

Their experience in practical sales organization and management.

Their organization and equipment for the job of studying your business and your market.

Their freedom from any bias or prejudice or any interests of their own which might affect their study of your business and your market.

**R. O. EASTMAN**

*Incorporated*

7016 Euclid Avenue, Cleveland  
113 West 42nd Street, New York

## NATIONAL ADVERTISERS! What Have You to Sell to 4,000,000 Organized Women?

One ad in the 48 official State Magazines published monthly by 3,000,000 Federated Club Women, 1,000,000 League Women means you buy MASS circulation and CLASS circulation at the same time.

A percentage of every dollar you spend for national advertising should go into this field. Select only publications in the territory where you want to increase sales.

Send for Booklet and Rates

**Club Service Publishing Co.**  
131 East 23rd St., New York

Sell the Clubwoman and You've Sold the Town

## Do You Need Money?

Do you need more capital in your present business? Or to establish a new business? One of my clients wished to raise \$100,000. I suggested he do it *economically* by mail through methods I had found productive in 20 years of getting results by mail. The very first letter to 100 picked prospects produced \$30,000. A modest try-out can be had for small investment plus bonus 2½% to 5% to me if I make good. Submit full details.

**EDWARD H. SCHULZE**  
 285 Madison Ave., New York City  
*"20 Years of Success in Getting Results by Mail"*

## A Sportsman Says:

I like to get the "low-down" on sports events—  
with no political influences to color the stories.

I read the

**San Francisco Chronicle**

the involved firm to deal fairly with the other members of its own trade group, by co-operating to eliminate practices that will be injurious to the group as a whole and will ultimately react against its own business."

The Commission's report also points out that four trade groups will benefit by the results of the five current stipulations mentioned. Through the elimination of the several unfair practices of firms in each group, it is thought that the groups themselves will be stronger and better able to meet the competition of other groups. The trades affected by the cases are the manufacture and sale of knitted goods, men's furnishings, paints and allied products, and mattresses.

In the first case, a company engaged in the sale and distribution of knitted garments used the term "all wool" in advertising sweater coats that were composed of materials other than wool in varying quantities. This company agreed to cease and desist from this representation and also to discontinue the use of the word "wool" either independently or in connection with other words to imply that its sweaters were made from wool.

The second case was that of a dealer who described hose, garters, neckties, belts and other articles as "Rayon Silk" in catalogs and other advertising matter. The Commission found that the goods advertised were not made from silk, either in whole or in part, and the dealer agreed to discontinue the use of the word "silk" in describing merchandise of the kind.

The third case also involved misbranding by the use of the word "silk." A manufacturer and dealer in men's shirts labeled and advertised his product with such phrases as "Novelty White Fibre Silk" and "Broadway Silk Stripe Woven Madras." The shirts were not made in whole or in part from silk, and the manufacturer agreed to stop the use of these phrases on labels and in all forms of advertising.

The fourth stipulation reported by the Commission involved advertising as pure shellac, a com-



## THE FIRST nationally advertised food product from the Northwest

Twenty years ago, Mapleine made its initial bow to the public.

The president of the Botsford-Constantine Company prepared the first advertisement. We take pride in the fact that Mapleine is one of our oldest and most successful accounts.

### BOTSFORD-CONSTANTINE COMPANY *Advertising*

PORLAND • SAN FRANCISCO • SEATTLE

 Member American Association of Advertising Agencies and National Outdoor Advertising Bureau 

# Wanted: Trade Paper Executive

A progressive trade paper presents a genuinely worthwhile opportunity to a man of sufficient experience and initiative to direct its editorial policy and assume complete responsibility for entire business management.

This trade paper occupies an important place in its particular industry and has ample financial backing. Headquarters, Detroit.

Remuneration will depend entirely upon the calibre of the man.

State age, educational qualifications, experience, and salary expected in first letter. Address all communications to:

**HOLDEN, PETERS &  
CLARK, Inc.**

(*Advertising Agency*)

512 Donovan Bldg.  
Detroit, Mich.

pound not made wholly from genuine shellac gum dissolved in alcohol, which ingredients and process are recognized by the trade and purchasing public as forming pure shellac. The firm complained against agreed to cease and desist from the practice of branding and advertising any other product than pure shellac as "Standard Shellac" or "Shellac."

The fifth case involved a manufacturer and dealer in mattresses who agreed to cease and desist from the use of the word "cotton" in advertising his mattresses, and from describing as "new" such mattresses which are composed of varying quantities of old or second-hand fibres or materials many of which do not consist of cotton, in whole or in part.

In these, and all other cases of stipulation, the respondents are required to agree to cease and desist forever from the practices complained of. This, of course, has its effect, but the stipulation is made doubly effective by this additional agreement:

"Respondent further agrees that if it should ever resume or indulge in any of the practices in question, this said stipulation of facts may be used in evidence against it in the trial of the complaint which the Commission may issue."

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## Frank B. White Agency Elects K. J. T. Ekblaw

K. J. T. Ekblaw has been elected vice-president of the Frank B. White Company, Chicago advertising agency. He has been engaged in technical agricultural engineering and advertising promotion work.

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## New San Francisco Advertising Business

Reginald Berkeley, recently a special partner of the Associated Advertising Company, San Francisco, has started his own advertising business at that city. He was, at one time, advertising manager of Strassburger & Company.

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## I. J. Hentschell Joins Oakland, Calif., "Times"

I. J. Hentschell, for twenty-two years with the Minneapolis *Tribune*, has resigned as assistant advertising manager to become advertising director of the Oakland, Calif., *Times*.



## Here's a Story of a Splendid Market..

Methods have changed very radically in the distribution and marketing of products sold through the retail trade. Advertising money is not expended until there is a sound foundation upon which to build both the appeal and the atmosphere.

New products are launched along strategic lines: old ones are shrewdly reclaimed from inaction — through KNOWLEDGE.

Those who sell products handled by the druggists of America will be intensely interested in a remarkable book just issued. Those who manufacture or advertise such products will discover that it is a dependable question-answerer. Nothing of a similar character has ever been written before. A priceless treatise —priced—FREE—on request.

*Send  
for this  
Helpful  
Book-Free*

# The Druggists Circular

AMERICA'S LEADING AND OLDEST DRUG JOURNAL—AN A.B.C. PUBLICATION

*Harry J. Schnell, President and General Manager  
Twelve Gold Street, New York, N.Y.*

Oct. 13, 1927

# A New Idea TO HELP *Manufacturers*

To meet the trade promotional needs of a limited number of manufacturers who realize the importance of the right kind of trade work, the Andrew Cone Advertising Agency has established a

## Trade Promotional Division

A descriptive booklet, "Better Trade Relations," will be sent to interested executives without obligation.

An agency with thirty-seven years of success back of it, so organized that every account receives the personal attention of a principal, assisted by a staff of forty-two.

We do not employ so-called contact men of immature experience to handle our accounts. All plans, copy and media submitted to clients by the Andrew Cone Advertising Agency are first discussed, criticized and approved by the Plans Board, composed of executives of the Agency.

We are now in a position to handle a limited number of new national accounts.

## Andrew Cone Advertising Agency

*Frederick H. Cone, President*

18 East Forty-first Street • New York

Member: American Association of Advertising Agencies  
International Advertising Association

Audit Bureau of Circulation

# Court Enjoins Competitive Use of "Woodbury" on Facial Soap

Privilege of Using Proper Name Ceases When It Leads to Misrepresentation

A DECISION was recently handed down in connection with an appeal to the United States Court of Appeals to uphold the injunction granted to the Andrew Jergens Company by the United States District Court, in Brooklyn, N. Y. The Jergens company brought suit against the Bonded Products Company, of Brooklyn, alleging misuse of the name "Woodbury" upon facial soaps and imitation of the plaintiff's wrappers.

For some years prior to 1901, the John H. Woodbury Dermatological Institute sold a soap which was labeled "John H. Woodbury's Facial Soap" and was also known as "Woodbury's Soap" and "Woodbury's Facial Soap." Andrew Jergens & Company, a partnership, manufactured this soap for the Institute, of which the late John W. Woodbury was the head and with which William A. Woodbury was associated.

In 1901, the Jergens company purchased the right to manufacture and deal in eight of the products sold by the Institute, including this soap. One of the vendors in this contract was William A. Woodbury. Through this contract, all rights for use of the trade-marks, copyright and privileges of every name and nature in connection with the eight products passed to the Jergens company.

From 1901 to 1925, the Jergens company and its predecessors have built up an extensive and widespread trade. Over 80 per cent of their business has been in "Woodbury's Facial Soap." During this period, the Jergens company has engaged in considerable litigation to protect its business from what it has charged is unfair competition by John H. Woodbury and William A. Woodbury, or those in privity with them. The present case is the latest incident in such litigation.

In 1924, the Bonded Products Corporation began to manufacture soaps for William A. Woodbury who supplied it with formulas, dies for stamping cakes and the labels to be wrapped around them. After commencement of plaintiff's suit, the defendant ceased all work complained of.

Complaint was made of three labels: Woodbury's Calaminated Soap, Woodbury Skin Soap and Skin Soap Woodbury Ideal. On all of the labels the full name of Wm. A. Woodbury appears, also carrying a statement identical or similar with the following: "Wm. A. Woodbury was for years managing director and president of the celebrated dermatological institute founded by the late John H. Woodbury."

## "HALF TRUTHS"

It was urged by the defendant that a man is privileged to tell the truth about himself and that this statement does that and no more. "But a half truth is often as deceptive as a falsehood," reads the Court's opinion. The court also states that "The principle that 'no man has a right to represent his goods as the goods of another' is applicable to misrepresentations by the use of a proper name as well as by other means, even though the name be one which the defendant would ordinarily be privileged to use."

Further, the decision reads: "For years the name of John H. Woodbury and his institute have been associated in the public mind with the soap known as Woodbury's Facial Soap or Woodbury Soap. A reference to these names on the wrapper of a soap made by another Woodbury would necessarily cause confusion and we have no doubt the trial judge was right in finding that this was the intended result."

The decision holds that Wm. A.

Woodbury might say that the soap he sells is manufactured for him, provided he does so in a way to avoid confusion, as for example, by the phrase, "Not connected with the makers of Woodbury's Soap." The Court stated: "We should also be justified in requiring that his name should not appear on the top of the wrapper but on the sides or bottom."

The injunction restrains defendant from putting on the market directly or indirectly any soap intended for facial use with the name "Woodbury" as part of the title or name of the soap on the wrapper or other advertising.

### Los Angeles Club Selects Discussion Topic for Year

The Round Table Committee of the Advertising Club of Los Angeles has chosen as the theme of discussion for the year, "Advertising Campaign Procedure." This will be taken up under the following divisions: Preliminary research of the market, determining the talking points of the product, preparation of the campaign, selection of mediums and checking results.

Don Sias is chairman of the Round Table committee.

### Minneapolis Sales Managers Elect Officers

Arthur Randall has been elected president of the Minneapolis Association of Sales Managers. He succeeds Paul J. Koughan. H. E. Miller was chosen vice-president and Edward P. Gardner, secretary. Walter C. Myers was re-elected treasurer.

### G. M. Lewis Joins Hart Printing Company

G. M. Lewis, for the last five years with the advertising department of the Brown Shoe Company, St. Louis, has joined the Hart Printing Company, of that city.

### Gale & Pietsch Add to Staff

W. Randolph Pietsch has joined the copy department of Gale & Pietsch, Inc., Chicago advertising agency. He was formerly with the Besser Sales Company, concrete machinery distributor, Chicago.

### Appoint Santa Monica Agency

The Kiddie Playground Equipment Company, Venice, Calif., and the Provident System of America, Los Angeles, trust counselor, have appointed Cooper Advertising, Santa Monica, Calif., to direct their advertising accounts.

*We'd like to pay some real money  
for an*

## ART DIRECTOR

We want a good man.

He must know the lithographic business pretty thoroughly.

He must have taste and a sense of style in art

He must have ideas and know how to visualize them — that is, an ability to make sketches himself as well as to tell others what to do.

And he must be practical . . .

This is a good job with one of the leaders in the lithographic field. It carries a real prestige and a real salary check. It is attractive enough to interest pretty nearly any art director no matter what his present connection.

A letter giving details about yourself will receive prompt and thorough consideration, and will be held in strict confidence. Address Box "Y," 273, Printers' Ink Weekly.

Oct. 13, 1927



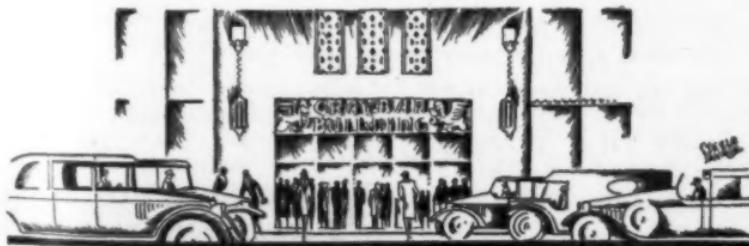
After October fifteenth our friends will find us comfortably located on the twenty-eighth floor of the Graybar Building. We are transferring our chattels to that address, not so much because it houses so many advertising agencies, but because we have outgrown our present quarters in the Postum Building and need more room to stretch.

The view of the Manhattan scene from our new offices is remarkably good on a clear day and this may be taken by all and sundry as an invitation to pay us a visit.

**ERWIN, WASEY & COMPANY**  
*Advertising*  
**GRAYBAR BUILDING**  
**LEXINGTON AVENUE, AT 43d STREET**



*Offices in CHICAGO, LONDON, PARIS, COPENHAGEN,  
 BERLIN, BRUSSELS, ROTTERDAM, ZURICH,  
 MILAN, HELSINGFORS, STOCKHOLM*



# COPY that sells must sing!

MASTERPIECES of copy may take many forms—but they will always have one thing in common:

A certain quality which only sophisticated producers and users of advertising recognize or appreciate—but which reaches subtly into the hearts and minds of readers.

As a river in its course will drape the precipice and mirror the forest, refresh the plain and turn the mill-wheel—such copy will have many moods, serve many needs and play a part in many spheres of use.

But there will be no mistaking its essential character.

It will be natural, gracefully effective and in perfect harmony with its purpose and its setting.

SUCH copy will ring with its own sincerity!

Such copy—whatever its form, purpose or media—will be vibrant with its own vitality.

It will allure and suggest, or arrest and impel—as the need may be—by a natural beat and rhythm, a fitting cadence and a motif arising easily from the logic of its message.

Without false note, clash or clamour—it will sing its way into the consciousness and confidence of the reader.

*And it will sell BECAUSE it sings!*

COPY with this pervasive selling quality is ineptly imitated by writers who but vaguely understand it—or foolishly belittled by those who can not or dare not attempt it.

But its essential quality cannot be even passably simulated by tricks of rhetoric because it flows from a sympathetic understanding of the product to be sold and the market to be served by the selling.

Hence the better agents and the more successful advertisers—

(To whom alone this advertisement is addressed)

Seek this quality and pay well for it because *they* know that—in these days of keener competition for the reader's interest—

**"COPY THAT SELLS MUST SING!"**

 WALTER CHESTER  
220 W. 42nd St., New York City

## Is There Something Wrong with Cigar Copy?

FITZGERALD ADVERTISING AGENCY, INC.  
NEW ORLEANS, LA.

*Editor of PRINTERS' INK:*

Will you kindly let me know of any articles pertaining to the cigar industry, from January, 1926, appearing either in PRINTERS' INK or PRINTERS' INK MONTHLY?

FITZGERALD ADVERTISING AGENCY, INC.,  
CLIFFORD L. FITZGERALD,  
*President.*

THE research department of PRINTERS' INK has available on request a list of articles on the merchandising and advertising of cigars. The articles mentioned in this list contain valuable information concerning the successful conduct of selling campaigns for cigars of different prices.

But when Mr. Fitzgerald plans a new cigar campaign there would seem to be many copy ideas which have not been used. An investigation among cigar smokers indicates that the names of cigars, in the first place, might be improved.

One man who has smoked cigars for ten years could remember the names of only two: Corona Corona and Robert Burns. The great difference in price between these two cigars makes his memory feat even more startling. Another man who has smoked cigars for almost ten years could remember Admiration, Robert Burns, Blackstone, La Palina and Corona. A third smoker could remember only the name of a Porto Rican cigar which had been recommended by his local cigar dealer. Another man could remember only the name of Robert Burns, and a fifth, the names of White Owl and Corona. The strange persistency of Corona, a non-advertised cigar, was thus explained by one of the cigar smokers: "Whenever I go out and want to make an impression, I buy myself a 60 cent cigar."

All of these men, though cigar smokers, could remember the names of a great many more cigarettes than they could cigars. Perhaps there is something wrong in the methods of christening the

# For a Skate Sales Executive Ready For a Real Future

To the man who knows the marketing of ice and roller skates and who has a thorough acquaintance with the trade there is open an unusual opportunity as sales manager for these lines with one of America's greatest manufacturers.

The product is unsurpassed. It has an established reputation for quality and service. This challenge is to an ambitious sales executive who can develop to the fullest degree the sales possibilities of this line of products.

Only a vigorous man of executive ability with an extensive knowledge of the trade and who is personally favorably known to the trade, and a salesman with a successful selling record can fill our requirements.

If you are confident you can furnish these you will find an opportunity that will measure up fully to the talents required.

All applications will be held in strict confidence.

Write without delay to "G," Box 279, care of Printers' Ink.

*The Direct Appeal*INSIDE POSITION  
WANTED

Who needs an assistant in his advertising department—a young man in the early thirties, married, owns his own home near New York, healthy, vigorous, ambitious?

Experience very complete and varied. Is able to create all types of printed and lithographic sales material from a blotter to a poster. Can handle every detail of stock, type, illustrations, engravings, press work and mailing.

A producer of sales material and an experienced buyer.

THIS MAY BE YOUR OPPORTUNITY AS WELL AS MINE.

Successful in present employment, but wants something better suited to his experience and ability.

*Address "D," Box 277,  
Printers' Ink*

## Can You

Sell complete printing service in Indiana, Ohio, Michigan, Western New York, Northern Illinois or Wisconsin for an old, established printing house located in Central Michigan? If so, tell us about it. We have several money-making openings for hustlers with experience.

*Address "H," Box 269  
Care Printers' Ink*

cigar when it first comes on the market. One of the younger generation of cigar smokers suggests that some advertiser owes it to consumers to give a list of the different sizes and shapes of cigars and the reason for their names. At the present time he doesn't know the difference between a perfecto and a panatela. He says, "There is too much emphasis placed upon price, the fact that the cigar sells 1,000,000 a day, that it is famous for quality, etc."

There are, in his opinion, too many claims for superiority made by the manufacturer. There is, he thinks, a dearth of interesting copy concerning the joys of cigar smoking, its history and its background.

Obviously, a cigar is a hard product to advertise. Like cheese, condiments, coffee and other products in which flavor and aroma are the selling points, it is difficult to discover a new angle. Yet our self-appointed cigar expert insists that there is a whole campaign possible on size alone and another on the history of cigars. He makes a plea for more informative copy, and less price advertising. A new generation of potential cigar smokers wants to be informed, he insists, and cigar manufacturers can't take it for granted that he and his friends have been reading and hearing about cigars for twenty years. His suggestion of advertising a cigar as though it were a newly discovered source of comfort and satisfaction is passed on for the benefit of any cigar manufacturer who thinks there is value in a young consumer's viewpoint.—[Ed. PRINTERS' INK.]

Thomas F. Kilroe with  
"Engineering and Contracting"

Thomas F. Kilroe has joined the New York office of the Gillette Publishing Company as a representative on *Engineering and Contracting*. He was formerly with *Iron Age* and, more recently, with the *Furniture Record*.

## Roofing Account for Dearborn Agency

The Dearborn Advertising Agency, Chicago, has been appointed to direct the advertising account of the F. Becker Asphaltum Roofing Company, Chicago. Newspapers will be used.

*"To Every People  
According to its Language"*

WE ANNOUNCE

THE REMOVAL  
OF OUR NEW YORK OFFICE

FROM  
154 NASSAU STREET

TO  
THE GRAYBAR BUILDING  
420 LEXINGTON AVENUE

H-L Winer Special Agency

Publishers Representatives

Leading American Foreign Language  
Newspapers

Western Office  
360 N. Michigan Ave.  
Chicago

Established  
1908



Member  
A. B. C.

Oct. 13, 1927

# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**  
*Founded 1888 by George P. Rowell*

PRINTERS' INK PUBLISHING CO., INC.  
 Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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 ROY DICKINSON, Associate Editor  
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	D. M. Hubbard
Washington: James True	
London: Thomas Russell	

NEW YORK, OCTOBER 13, 1927

**Progress or Creation of Obsolescence?** Are many manufacturers fooling themselves by making things that wear out too quickly? Is it true that increased sales each year in many industries are made at the expense of the destruction of perfectly good things which people have been made ashamed of through advertising? Are we as a nation sacrificing quality to a false idea of turnover and repeat business?

Brian Rowe in an article published in the October issue of PRINTERS' INK MONTHLY says that people today spend far more on their possessions than formerly but that their possessions are worth far less to them. People used to buy articles as an investment. Today they buy and throw them away as soon as the Joneses next door

get something a little bit different. Mr. Rowe claims that the creation of obsolescence as a sales device is plain waste. "We struggle," he says, "with might and main to keep waste out of manufacture and we then deliberately create waste in consumption." He fears that we are building up junk heaps of things which have never given us anything like the value of the money we paid for them, unless we consider the satisfying of personal vanity the equivalent of value for money.

This tendency presents a question of grave importance, in the mind of Mr. Rowe. It is an article which no man interested in the future of industry will want to miss. If shirt manufacturers find out that soft collars wear too long and then make men ashamed of their soft collars, are they adding to or subtracting from the real economic wealth of the nation? Is advertising overplaying the snob appeal and thus adding to a palpable waste? While Mr. Rowe's article is thought provoking, it makes one wonder whether he is not really quarreling with progress toward the goal of better living conditions for the masses. It is also obvious that he suggests not so much a change in methods as a change in the method of selling things and in the use we enable the purchasers to get from the things we sell them.

There is, in every industry, one group which makes things to sell and another group which puts more emphasis upon the job of making and selling a really valuable product than in making people ashamed of something they have just bought or in making a thing which will wear out too quickly. This battle is going on in many industries between the men who make things to sell at a price and those who build with craftsmanship products which possess real quality and then price them later.

In this struggle between two different schools of merchandising thought will come the solution of some of the problems which worry Mr. Rowe. Things which wear out too quickly will not get the proper amount of repeat business. The

manufacturer who makes the mistake of changing styles so quickly as to create obsolescence will build up ill-will among his old customers instead of gaining their respect and continuous patronage. Unless mankind loses all idea of the fitness of things, it is not going to follow blindly after shoddy and skimpy goods, when it is able to get those of a more substantial and lasting nature.

**"Buy Advertising"** There appeared in the New York *Times* a short time ago an old story concerning the late Austen Colgate. It was given circulation again because of certain comments made by Governor Moore, of New Jersey, regarding the Government's duty toward the poor.

This particular story ran somewhat in this fashion: Some years ago when Governor Moore was a member of the Jersey City Commission he felt that a playground for children was very much needed in that city. The city was not, however, able to pay for one. Governor Moore decided to look for private sources. Among others, he called on Mr. Colgate.

"How much will it cost?" he was asked. Mr. Moore gave his figure. "Build two of them," said the manufacturer. While the check was being made out Mr. Moore said, "I'll name them after you, Mr. Colgate." To this proposition, made out of a spirit of gratitude, came the reply, "If you do I won't give you the money. We pay for our advertising in legitimate channels."

This story serves a good purpose and is worthy of continuous circulation. It puts the spotlight on a foolish idea that grips too many otherwise sane business men—the idea that anything they may do in any sphere of activity, social, philanthropic, educational or what not, that helps to spread their name will help to sell their product.

For the prevalence of this idea blame the press agent or public relations counsel, or whatever the press agent calls himself today. It is part and parcel of the bag

of tricks labeled "How to Get Something for Nothing" that he opens up before his prospects. Like the other tricks in his assortment that we have analyzed and held up to the light over a number of years, it is unsound and unworthy. We commend Mr. Colgate's comment to any business man who is approached with the proposition of establishing an eleemosynary institution in order to advertise himself so that he may sell more of his goods.

**Advertising** American business men with **In France** French affiliations, or French markets, should be interested in the attitude of the French mind toward advertising and publicity as described by a writer in a recent issue of *The Outlook*.

The incredible economic progress made by France during the last year, this writer declares, is due not so much to modern business methods as to the intelligence and enterprise of her Minister of Finance. "Advertising," we read, "when it is done, is apt to be crude and antagonizing rather than attractive." The French newspaper is always six pages in contents; small advertisements are sprinkled through a column called "Echoes"; the magazines show some good work by artists of pen and brush; clever animated advertisements are displayed on theater screens during intermissions; while advertising by radio is direct and crude, often interrupting a musical program to announce a sale of sheets at a department store.

As for a sense of commercial publicity in supplying information to interested inquirers, both from within and without the country, on travel or State and privately owned industries throughout France, we are told the French have no conception of the advantage to themselves of any activity of this kind; which is the more surprising when this attitude is contrasted with the enterprising attitude noticeable in this regard in Germany, Belgium and other European countries.

That the situation in France is

likely to change much during the next five years, the *Outlook* writer is doubtful. On the score of personal publicity, particularly in connection with the interviewing of persons of prominence, the French mind is probably unalterably committed to a policy of reserve.

Thus, by contrasting the condition of advertising and publicity in a country like France with the development achieved in the United States, we can more readily perceive our own progress and use what opportunities may present themselves to us to help our business friends in France to a better understanding of the economic uses of advertising and commercial publicity.

### **Turning Theory Into Fact**

"Practical" men have poked fun at theorists since the beginning of time. The man who first dreamed of a bow and arrow had very probably to withstand the gibes and guffaws of practical bearded cavemen who saw him experimenting with his new theory. Practical men forget that everything is a theory until it is finished, that the theorist finally hands over the blueprints to the builders and a new bridge or skyscraper comes into being. Someone said once that a dreamer was one who walked alone by moonlight and his punishment was that he saw the dawn long before the rest of the world. Because the dreams and theories of one year become the accomplished and accepted facts of the next year or century, all practical men must credit theorists with motive power for progress at least.

Such thoughts are suggested as one reads in the current *Golden Book* the "Portrait of an Advertising Man," by H. G. Wells, taken from "The World of William Clissold," reviewed in the November 11, 1926, issue of PRINTERS' INK. Wells places his character Dickon at "a great dinner of advertisers," in England of course, as the following sentence makes clear. "A little warmed by champagne and professional frater-

nity, he had spread out his dream of the advertiser as prophet and teacher to a pleased but incredulous gathering. Someone had laughed, and he had sounded a prophetic note in reply. 'We can dictate what shall be known and what shall not be known, what shall exist and what not. We can educate the people or degrade the people, exalt right things and humble base things. We can be the guide, philosopher and friend of the common man. Why should we not rise to the full height of our possibilities? . . . Are we never to reach beyond motor cars and medicines, cigarettes and pickles?'"

The audience guyed Dickon a bit for taking himself too seriously, for not having a sense of humor. But that attitude, Wells says, through his character, excuses a man for doing a shabby, lazy, second-rate thing instead of a big and decent thing. What else is there to take seriously unless it be oneself in one's job?

Many men high in advertising who realize its potentialities to inculcate big ideas as well as sell "motor cars or cigarettes" are held back from working out their high dreams and theories because of a fear that someone will accuse them of taking themselves too seriously.

It is right for men in advertising to believe in its power for great social good, to plod toward the goal of fulfilment, be it ever so distant. There are several big ideas now in the early stages of hope and theory which may be the accomplished facts of the years ahead. The men who believe in advertising, who have faith in its ability to accomplish big things of real social importance should persist in their attempts. It is the method by which dreamers in all ages have interrupted the men who said it couldn't be done by the unanswerable reply of "here it is."

### **Meat Packing Account to Allentown Agency**

The Arbogast & Bastian Company, Allentown, Pa., meat packer, has placed its advertising account with the Shankweiler Advertising Agency, Inc., also of Allentown. Newspapers, direct mail and outdoor advertising will be used.

# The Field of Greatest Yield



You will find one of these ALL-FICTION FIELD Magazines on the Library table of millions of representative homes throughout the country.

BUTTERICK PUBLISHING CO.—DOUBLEDAY PAGE & CO.

FRANK A. MUNSEY COMPANY—STREET & SMITH CORPORATION

NEW YORK

CHICAGO

BOSTON

SAN FRANCISCO

# Advertising Club News

## Technical Publicity Association Meets

The Technical Publicity Association held its first annual meeting of the 1927-28 season at the Advertising Club of New York on October 5. Allen Brown, of the Bakelite Corporation, made a report, for the benefit of members who had not attended, on the last annual convention of the National Industrial Advertisers' Association, held at Cleveland. This was followed by a motion picture of scenes at the convention, which had been taken and was shown by Clinton C. Ivins of Pathéscope, Inc.

W. H. Benton, head of the trade and industrial copy division of the George Batten Company, described the organization and working methods of his division, illustrating his remarks by examples of advertising produced by it. He made a number of interesting points regarding the peculiar problems and requirements of industrial advertisements. A general discussion followed regarding working methods in the preparation of industrial advertising, the place of the agency, and of the trade journal service department, and similar points. About seventy-five were present.

\* \* \*

## Tacoma, Wash. Bureau Incorporates

The Better Business Bureau of Tacoma, Wash., has been incorporated and Joseph P. Toole elected president. James O'Neil is vice-president and Harold S. Cosier, secretary-treasurer and manager.

John Condon, Ray W. Clark and C. G. Jennings, in addition to the above officers, are trustees. An advisory committee of fifty is now being selected, preceding an extensive membership campaign.

\* \* \*

## Los Angeles Club Host to San Francisco Club

The Advertising Club of Los Angeles was host to forty members of the Advertising Club of San Francisco at a luncheon recently. Dwight Jennings, president of the San Francisco club, was toastmaster. Rollin C. Ayres and John C. Cuddy, also of that club, were the principal speakers. James J. Davis, Secretary of Labor, was a guest of honor.

\* \* \*

## Charles Morris Price School Has Record Enrolment

The Charles Morris Price School of Advertising and Journalism, of the Poor Richard Club, Philadelphia, started the new season with the largest enrolment in its history. The students registered numbered 250, necessitating two parallel courses throughout the term.

## New York Agency Council Elects Officers

At the meeting of the board of governors of the New York Council of the American Association of Advertising Agencies, which was held at the Advertising Club of New York last week, James Mackay, of the H. E. Lesan Advertising Agency, Inc., was elected chairman. He succeeds Francis G. Hubbard, of Barton, Durstine & Osborn, Inc.

Kenneth Groesbeck, of Groesbeck-Hearn, Inc., was elected vice-chairman. Fred Walsh, of the Newell-Emmett Company, becomes secretary-treasurer.

The membership of the board of governors, in addition to the newly elected officers, now includes: Harrison Atwood, The H. K. McCann Company; C. H. Johnson, Griffin, Johnson & Mann, Inc.; Courtland N. Smith, Joseph Richards Company, Inc.; and Frank J. Kaus, Federal Advertising Agency, Inc.

\* \* \*

## Wins New York Business Publishers' Golf Tournament

First prize of the annual golf tournament of the New York Business Publishers Association, held last week at the Canoe Brook Country Club, Summit, N. J., was won by E. D. Siekels, of the Harris, Dibble Company. Other winners were Henry Lee, of the Simmons-Boardman company, and Joseph Bragdon, of *Textile World*. George Slate, of the Simmons-Boardman Publishing Company, was in charge of the tournament.

\* \* \*

## Cleveland Industrial Division Meets

The industrial division of the Cleveland Advertising Club has started on its activities for the season with a meeting which was addressed by Charles E. Stewart, president of the Central Alloy Steel Company. He spoke on industrial advertising from the standpoint of the executive. John S. King, of the John S. King Company, spoke on the economics of advertising.

\* \* \*

## E. L. Ludwig Heads St. Louis Junior Club

At the annual meeting of the Junior Advertising Club of St. Louis, Elmer L. Ludwig was elected president. He is treasurer and production manager of the Yost Advertising Company.

\* \* \*

## Heads Finance Committee of Poor Richard Club

Charles A. Stinson has been appointed chairman of the finance committee of the Poor Richard Club, Philadelphia. He succeeds Philip C. Staples, resigned.

## Collier Organization to Handle Advertising Convention Plans

The annual convention of the International Advertising Association, under the so-called Detroit plan, is hereafter to be financed by profits from large expositions of advertising. These expositions are to be staged in each city in which the convention is to take place.

Conventions in recent years have cost anywhere from \$50,000 to \$80,000, these amounts having been contributed by local business interests of the convention city.

The first convention under the new plan is to be held in Detroit next year. A private organization, the Charles W. Collier Organization, has been appointed to handle it. Work on the convention and exposition actively started last week when a series of meetings were held with Charles W. Collier.

Paul Van Auken, who is at present secretary of the Chicago Advertising Council, has resigned and will become associated with the Collier organization on November 1, at which time he will open an office in Detroit and take up the duties of active secretary of the convention.

Miss Lois F. Gibson, also of the Collier organization, will act as exposition secretary for the convention.

\* \* \*

## New Officers Elected by Western Agency Council

At the annual meeting of the Western Council of the American Association of Advertising Agencies, held last week at Chicago, the following new officers were elected: Chairman, John A. Dickson; Mitchell-Faust Advertising Company, Inc., Chicago; vice-chairman, R. L. Hurst, George Batten Company, Inc., Chicago; and secretary-treasurer, D. D. Warner, Mason Warner Company, Inc., Chicago. The following governors were elected: Ralph N. Cushing, Vanderhoof & Company; Fred A. Robbins, Fred A. Robbins, Inc.; and Maurice H. Needham, Maurice H. Needham Company, all of Chicago; and C. C. Younggreen of Klu-Van Pietersom-Dunlap-Younggreen, Inc., of Milwaukee.

The Western Council now has a total membership of ninety-nine agencies.

\* \* \*

## Still Too Much Barnum in Advertising, States R. D. Keim

"With all the progress that has been made in advertising, there is still too much imitation of Barnum," declared R. D. Keim, vice-president of E. R. Squibb & Sons, New York, in a talk before the Association of Young Advertising Men at a meeting held in New York on October 7.

Speaking on the subject of "Coordinating Sales and Merchandising Plans," Mr. Keim pointed out that the advertising manager who thinks that all there is to advertising is an illustration, some copy and the space it fills is rapidly becoming a creature of the past.

## Heads Western Advertisers Golf Association

Charles B. Goes, Goes Lithographing Company, Chicago, has become president of the Western Advertisers Golf Association. Other officers elected last week at the Association's final meeting of the year are:

First vice-president, L. L. Northrup, *McCall's*; second vice-president, H. K. Clark, New York *Sun*; secretary, C. D. Freeman, of the Standard Farm Papers; and treasurer, H. S. Irving, Irving-Cloud Publishing Company.

Directors elected are: R. W. Richardson, "The Quality Group"; J. H. Lynch, Atlantic Monthly Co.; George R. Cain, Swift & Co.; Lloyd Maxwell, Williams & Cunningham, Inc.; Bert Wheeler, Marquette Cement Mfg. Co.; Warren Agry, *Cosmopolitan*; George Hartman, The J. L. Sudgen Advertising Co.; M. C. Meigs, *Chicago Herald & Examiner*; and A. J. Irvin. All of these men are located in Chicago.

\* \* \*

## Display Men Appoint Committees

W. L. Stensgaard, president of the International Association of Display Men, has appointed the following committee chairmen: Everett Quintrell, Elder Johnston Company, Dayton, Ohio, membership; D. Hines, Stewart-Warner Corporation, Chicago, publicity; and J. H. Carruthers, Toronto Hydro-Electric System, Toronto, convention director.

New departmental chairmen include: H. H. Tarrasch, Stix, Baer & Fuller, St. Louis, department store section; Eugene S. Cowgill, J. Blach's & Sons, Birmingham, Ala., clothing and shoe section; S. Fisher, Fisher Display Service, Chicago, display service and dealer helps section; and J. H. Everett, M. L. Parker Company, Davenport, Ohio, local display club promotion.

\* \* \*

## Governor to Talk on Legislative Phases of Advertising

Governor Fred R. Zimmerman of Wisconsin will speak on "Advertising and Its Legislative Phases" at a luncheon to be given by the Chicago Advertising Council at the Stevens Hotel on October 18. This meeting is of special significance inasmuch as all delegates attending the fourteen advertising conventions in session in Chicago during that week are especially invited to be present.

\* \* \*

## New Club at Fargo, N. D.

An advertising club was recently organized at Fargo, N. D., under the temporary chairmanship of R. K. Herbat, of the Herbat Department Store. The club will take the place of the Town Criers Club of Fargo, which disbanded in 1926. The temporary secretary is Harry R. Hill, advertising manager of the *Fargo Forum*. The initial membership is thirty-five.

**14** have written telling us of the extremely low cost at which Smart Set produces sales and inquiries for them.

**9** are investing far more money and in most cases using larger space in Smart Set than in 1926.

**11** have made heavy cuts in the whole magazine field, and 5 of these have used no space at all in the principal magazines during 1927.

**2** have changed agencies during the past year, accompanied with an entire change in their advertising plans.

# SMART SET

*Stories from Life*

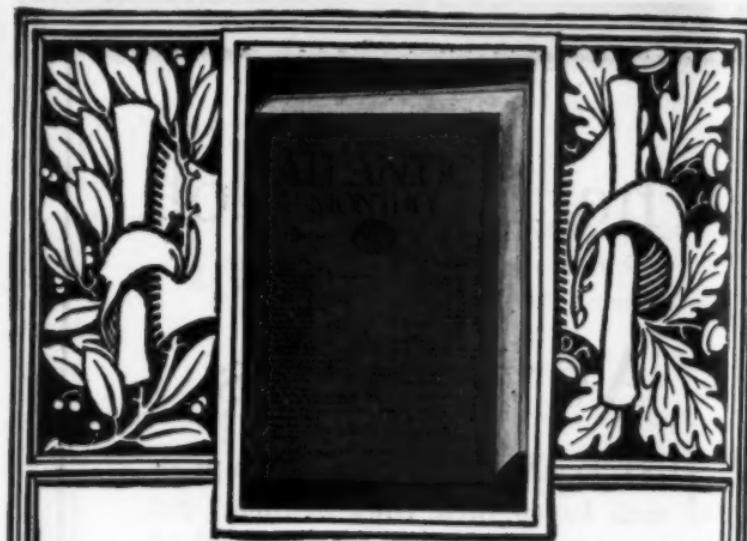
119 West 40th Street, New York  
Chicago Adv. Office, 360 N. Michigan Ave.

# The Record of 36 Advertisers

JUST 36 advertisers of drug store products keyed their copy in Smart Set during 1926. The complete record of these advertisers, shown on the opposite page, tells a story of Smart Set's strength. For commodities other than drug products, Smart Set has produced results just as effectively because it reaches the responsive, younger buying element—buyers of everything from soup to silverware, from perfumes to automobiles.



Oct. 13, 1927



*12 Points of Distinction in*  
**THE ATLANTIC MONTHLY**

**PRESTIGE OF THE  
 ATLANTIC'S EDITORS**

**VIII**

A list of The ATLANTIC'S editors beginning with James Russell Lowell in 1857 is a roll call of America's most distinguished men of letters.

CIRCULATION 110,000  
 NET PAID A. B. C.  
 WITH SUBSTANTIAL  
 BONUS

Their discernment as to what topics have appealed to contemporary eminent leaders in commerce, finance, and the professions accounts for the constant expansion in influence and prestige of THE ATLANTIC MONTHLY.

This is reflected today in the largest circulation yet achieved by The Atlantic—a circulation of unsurpassed buying power, offering remarkable bonus values at your current advertising rates.

*Buy on a Rising Tide!*

**THE ATLANTIC MONTHLY**  
 "A Quality Group Magazine"

8 Arlington Street

Boston, Mass.

## OCTOBER MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES  
(Exclusive of publishers' own  
advertising)

## Standard Size

	Pages	Lines
Harper's Magazine	131	29,484
Atlantic Monthly	131	29,442
World's Work	130	29,301
Scribner's	98	21,997
Review of Reviews	93	20,888
American Mercury	72	16,219
Golden Book	70	15,854
The Forum	44	10,066
Bookman	29	6,539
Current History	27	6,095
Munsey's	22	5,067
Street & Smith Comb.	21	4,854
Wide World	18	4,032
Everybody's	13	3,028
Blue Book	12	2,826
Century	9	2,072

## Flat Size

American	107	46,080
Cosmopolitan	92	39,746
Red Book	67	28,872
True Story	63	27,361
Photoplay	61	26,446
Physical Culture	52	22,314
True Romances	51	22,070
Dream World	51	21,883
True Detective Mysteries	50	21,534
Better Homes & Gardens	44	20,079
Smart Set	45	19,623
American Boy	27	18,631
Elks Magazine	40	18,392
Motion Picture Magazine	37	16,272
Asia	35	15,516
Shrine Magazine	33	14,368
Boys' Life	19	13,538
Sunset	31	13,469
Screenland	26	11,547
American Legion Monthly	26	11,220
Fawcett's	26	11,154
Secrets	23	10,126
Picture Play	19	8,277
Success Magazine	17	7,564
Open Road for Boys	15	6,789
Film Fun	15	6,721
St. Nicholas	5	2,145

## WOMEN'S MAGAZINES

Vogue (2 issues)	261	165,365
Ladies' Home Journal	147	100,246
Harper's Bazaar	147	99,386
Good Housekeeping	201	86,337
Woman's Home Companion	98	67,024
Pictorial Review	76	51,868
McCall's	73	50,213
Delineator	65	44,536

# The Coupon Song

*Now being chanted, caroled  
and sung by*

**WALTER DREY  
And his FORBES  
Advertising Band**

I sing a song of Coupons,  
A test of advertising rates,  
That every timid publisher  
Fears and loathes and hates.

I sing a song of Coupons  
Sent in by rich adults,  
How FORBES brings home  
the bacon  
Of traceable results.

**"THE  
SEVEREST  
TEST  
The Coupon  
Below"**

This illuminating circular  
will be sent on direct re-  
quest to all interested in  
*Direct Returns*  
*from Advertising*

**FORBES**

**A  
Straight  
Course**

To men who want the best... and can pay for it.

(Member of A. B. C.)

# Yachting

"The Quality Magazine of the Boating Field."

25 West 43rd St., N. Y. City

	Pages	Lines
Holland's .....	43	33,175
Modern Priscilla .....	35	24,195
Woman's World .....	26	18,235
People's Home Journal....	24	16,853
Farmer's Wife .....	23	16,304
Needlecraft .....	20	13,770
Household Magazine .....	18	13,346
Junior Home Magazine...	19	13,006
Child Life .....	29	12,597
Fashionable Dress .....	17	11,781
People's Popular Monthly.	16	11,522
Children, The Magazine for Parents .....	22	9,598
*Youth's Companion.....	12	8,759
American Girl .....	15	6,531
Today's Housewife & Woman & Home .....	8	5,712
Messenger of Sacred Heart	13	3,124

\*Changed from weekly to monthly with the September issue, which had 8,185 lines.

#### GENERAL AND CLASS

House & Garden .....	180	114,072
Town & Country (2 is.)...	128	86,194
Arts & Decoration .....	100	67,200
Vanity Fair .....	102	64,761
Country Life .....	94	63,701
House Beautiful.....	93	58,800
Popular Mechanics .....	176	39,424
Nation's Business .....	83	36,613
Popular Science Monthly..	83	35,999
Magazine of Business....	83	35,869
Normal Instructor .....	44	30,599
International Studio .....	44	28,789
Radio News .....	60	26,764
Mag. of Wall St. (2 Sept. is.)	55	23,501
Garden & Home Builder..	38	23,401
World Traveler .....	35	22,278
Radio .....	48	21,336
Field & Stream .....	48	20,735
Radio Broadcast .....	46	20,504
Field Illustrated .....	26	17,893
Popular Radio.....	38	16,445
Outdoor Life & Recreation	36	15,666
Science & Invention ....	34	15,215
Radio Digest .....	18	14,251
Theatre .....	22	14,141
National Sportsman .....	32	13,968
Scientific American .....	26	11,466
Extension Magazine .....	15	10,949
Business .....	23	10,086
Association Men .....	16	6,728
Forest & Stream .....	14	6,186
The Rotarian .....	13	5,605
Nature Magazine .....	10	4,501

#### CANADIAN MAGAZINES

Maclean's (2 Sept. issues)	84	59,274
Can. Homes & Gard. (Sept.)	73	46,187
West. Home Month. (Sept.)	49	35,425

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# Scratch a Publisher

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**S**CRATCH a publisher and you find a Distributing Problem. Billing—Checking—Returns—Collecting. EASTERN solves every one of these cleanly and logically. Deliver your magazines to Eastern. Eastern gets them out *on time* to 70,000 newsstands! An independent national distribution that is thorough coverage.

Eastern collects your money. Counts the returns. Handles 70,000 accounts. And renders you ONE!

Get the facts from us.

## Eastern Distributing Corporation

45 West 45th St.  
New York City



Telephone:  
Bryant 1444

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Oct. 13, 1927

	Pages	Lines		Pages	Lines			
Can. Home Journal (Sept.)	48	33,602	Judge .....	6	2,809			
Rod & Gun in Canada ...	27	11,854	Christian Herald .....	3	2,363			
<b>SEPTEMBER WEEKLIES</b>								
September 1-7	Pages	Lines	The Nation .....	5	2,205			
Saturday Evening Post..	97	66,306	Churchman .....	4	2,088			
Liberty .....	29	18,918	New Republic.....	4	2,058			
New Yorker .....	40	17,400	Outlook .....	4	1,938			
Forbes (Semi-Mo.) ...	32	15,001	Argosy-All-Story .....	2	611			
Literary Digest .....	28	12,954	September 28-30	Pages	Lines			
Collier's .....	12	8,312	Life .....	9	4,090			
Time .....	17	7,544	Totals for September	Pages	Lines			
Life .....	12	5,523	Saturday Evening Post	495	336,623			
American Weekly .....	1	3,567	Liberty .....	180	116,527			
Christian Herald .....	5	3,484	New Yorker .....	215	92,211			
Argosy-All-Story .....	13	2,920	Literary Digest.....	143	65,532			
Outlook .....	5	2,186	Collier's .....	74	50,615			
Churchman .....	3	1,630	American Weekly ...	22	42,632			
Judge .....	3	1,598	Forbes (Semi-Mo.)...	73	33,501			
The Nation .....	3	1,365	Time .....	79	33,363			
New Republic .....	1	661	Life .....	56	24,296			
September 8-14	Pages	Lines	Christian Herald .....	19	13,140			
Saturday Evening Post..	146	99,409	The Nation .....	25	10,762			
Liberty .....	45	29,363	Outlook .....	18	8,094			
New Yorker .....	60	25,774	Judge .....	18	8,088			
Literary Digest .....	43	19,648	Churchman .....	18	7,635			
Collier's .....	19	13,323	New Republic .....	14	6,247			
American Weekly .....	5	11,429	Argosy-All-Story .....	23	5,306			
Time .....	21	8,913	<b>RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS</b>					
The Nation .....	16	4,567		Pages	Lines			
Life .....	9	4,269	1. Vogue (2 issues)....	261	165,365			
Christian Herald .....	4	3,292	2. House & Garden ....	180	114,072			
Outlook .....	6	2,631	3. Ladies' Home Journal	147	100,246			
Churchman .....	4	2,072	4. Harper's Bazar .....	147	99,386			
Judge .....	4	1,863	5. Good Housekeeping ..	201	86,337			
New Republic .....	4	1,764	6. Town & C'nty (2 is.)	128	86,194			
Argosy-All-Story .....	5	1,268	7. Arts & Decoration...	106	67,200			
September 15-21	Pages	Lines	8. Woman's Home Comp.	98	67,024			
Saturday Evening Post	131	89,153	9. Vanity Fair.....	102	64,761			
Liberty .....	60	38,648	10. Country Life.....	94	63,701			
New Yorker .....	58	24,891	11. Maclean's (2 Sept. is.)	84	59,274			
Forbes (Semi-Mo.) ...	40	18,500	12. House Beautiful ...	93	58,800			
Literary Digest.....	33	15,364	13. Pictorial Review....	76	51,868			
Collier's .....	22	15,356	14. McCall's .....	73	50,213			
American Weekly....	4	9,020	15. Can. Ho. & Gar. (Sept.)	73	46,187			
Time .....	20	8,695	16. American .....	107	46,080			
Life .....	12	5,442	17. Delineator .....	65	44,536			
Christian Herald .....	5	4,001	18. Cosmopolitan .....	92	39,746			
The Nation .....	6	2,625	19. Popular Mechanics ..	176	39,424			
Churchman .....	4	1,845	20. Nation's Business ..	83	36,613			
Judge .....	4	1,818	21. Popular Science Mo. ..	83	35,999			
New Republic .....	4	1,764	22. Magazine of Business	83	35,869			
Outlook .....	3	1,339	23. West. Ho. Mo. (Sept.)	49	35,425			
Argosy-All-Story .....	2	507	24. Can. Ho. Jour. (Sept.)	48	33,602			
September 22-28	Pages	Lines	25. Holland's .....	43	33,175			
Saturday Evening Post	120	81,755	<b>In the summary of magazine advertising which appeared in the September 8 issue, the figures for the <i>Western Home Monthly</i> should have read 22,375 lines for August instead of the figure given which was the September total for that magazine.</b>					
Liberty .....	45	29,598						
New Yorker .....	56	24,146						
American Weekly....	9	18,616						
Literary Digest .....	38	17,566						
Collier's .....	20	13,624						
Time .....	19	8,211						
Life .....	11	4,972						

# For Shelter Products



## 2 Vehicles to Reach Buyers

The editorial background of Garden & Home Builder and Country Life automatically selects as readers those who are buyers of investment merchandise.

### 12 Month Analysis

Building Plans & Materials . . . . .	229½ Pgs.
Decorations & Furnishings . . . . .	360 "
Equipment . . . . .	70½ "
Horticulture . . . . .	312 "
General (neither strictly building nor decorating nor horticulture but all of these, or subjects closely allied to subur- ban and country living.) . . . . .	<u>234 Pgs.</u> <u>1206½ Total</u>

Garden & Home Builder and Country Life in combination will secure the public acceptance of important owner builders, present home owners, merchant builders and architects. A public acceptance which demands no substitution is a public acceptance where "or equal" has no place in the specifications.

**DOUBLEDAY, PAGE & COMPANY, Publishers**

GARDEN CITY, NEW YORK

NEW YORK

BOSTON

CHICAGO

SANTA BARBARA

*Garden & Home Builder and Country Life are members of The National Shelter Group*

## FOUR-YEAR RECORD OF OCTOBER ADVERTISING GENERAL MAGAZINES

	1927	1926	1925	1924	Totals
	Lines	Lines	Lines	Lines	Lines
Maclean's (2 Sept. issues) ....	59,274	57,789	53,743	44,464	215,270
American .....	46,080	49,491	50,524	46,077	192,172
Cosmopolitan .....	†39,746	†38,006	†38,583	25,985	142,320
Physical Culture .....	22,314	28,907	32,119	29,509	112,849
Red Book .....	28,872	28,506	27,762	25,901	111,041
World's Work .....	29,301	26,037	27,002	25,830	108,170
Review of Reviews .....	20,888	27,729	29,183	29,904	107,704
Atlantic Monthly .....	29,442	24,505	26,400	26,233	106,580
Photoplay .....	26,446	26,006	24,415	22,278	99,145
Harper's Magazine .....	29,484	25,619	22,300	18,734	96,137
Scribner's .....	21,997	18,416	17,998	18,892	77,303
American Boy .....	*18,631	*19,550	*17,488	17,600	73,269
Motion Picture Magazine .....	16,272	15,091	14,589	15,536	61,488
Boys' Life .....	13,538	16,372	14,668	15,048	59,626
Better Homes & Gardens .....	20,079	19,894	11,856	7,524	59,353
Sunset .....	13,469	16,570	14,008	13,652	57,699
Success Magazine .....	7,564	7,609	12,722	13,013	46,908
Century .....	2,072	2,800	6,944	9,800	21,616
Munsey's .....	5,067	6,174	4,634	4,311	20,186
Everybody's .....	3,028	4,874	6,051	5,076	19,029
St. Nicholas .....	*2,145	*4,433	3,248	3,136	12,962

\* New size.

† Hearst's International combined with Cosmopolitan.

	455,709	464,378	456,237	418,503	1,794,827
Vogue (2 issues) .....	165,365	146,973	136,405	113,516	562,259
Ladies' Home Journal .....	100,246	110,543	103,036	85,974	399,799
Harper's Bazar .....	99,386	91,385	96,544	86,597	373,912
Good Housekeeping .....	86,337	87,681	85,217	69,357	328,592
Woman's Home Companion .....	67,024	76,556	69,640	56,475	269,695
Pictorial Review .....	*51,868	*48,070	*42,541	60,800	203,279
McCall's .....	50,213	50,206	35,116	36,411	171,946
Delineator .....	*44,536	30,987	37,053	31,531	144,107
Modern Priscilla .....	24,195	26,180	24,958	22,525	97,858
Woman's World .....	18,235	17,085	20,421	19,000	74,741
People's Home Journal .....	16,853	15,560	19,100	18,234	69,747
Needlecraft .....	13,770	12,116	14,620	13,730	54,236
People's Popular Monthly .....	*11,522	*12,462	14,250	12,986	51,220

\* New size.

† Designer combined with Delineator.

	749,550	725,804	698,901	627,136	2,801,391
House & Garden .....	114,072	125,884	93,152	79,188	412,296
Town & Country (2 issues) .....	86,194	95,085	85,030	68,280	334,589
Country Life .....	*63,701	*27,111	*72,699	71,232	284,743
Vanity Fair .....	64,761	75,933	59,939	48,740	249,373
House Beautiful .....	*58,800	*70,330	*52,345	47,835	229,310
Arts & Decoration .....	67,200	57,162	40,110	29,526	193,998
Popular Mechanics .....	39,424	38,752	36,652	35,616	150,444
Popular Science Monthly .....	35,999	35,711	37,254	34,330	143,294
† Magazine of Business .....	35,869	35,192	33,094	34,936	139,091
Nation's Business .....	36,613	36,425	30,241	25,885	129,164
Garden & Home Builder .....	23,401	28,952	23,263	17,348	92,964
Field & Stream .....	20,735	22,035	22,930	20,506	86,206
International Studio .....	28,789	22,570	16,269	15,219	82,847
Theatre .....	14,141	18,922	17,805	17,019	67,887
Science & Invention .....	15,215	14,573	14,010	15,721	59,519
Scientific American .....	*11,466	13,891	16,216	16,534	58,107
Outdoor Life & Recreation .....	15,666	13,262	13,702	14,182	56,812
Business .....	10,086	13,061	14,768	12,907	50,822
National Sportsman .....	13,968	10,307	12,556	13,271	50,102
Forest & Stream .....	6,186	6,436	7,068	9,828	29,518

† Formerly System.

‡ Changed to four-column page.

\* New size.

## WEEKLIES (4 September Issues)

	762,286	811,594	699,103	628,103	2,901,086
Saturday Evening Post .....	336,623	371,755	362,801	307,600	1,378,779
Literary Digest .....	65,532	74,671	71,800	72,162	284,165
Collier's .....	50,615	55,809	45,867	34,431	186,722
American Weekly .....	42,632	33,830	29,980	58,176	164,618
Forbes (2 issues) .....	33,501	32,603	28,335	18,945	113,384
Life .....	*24,296	*25,490	20,406	16,565	86,757
Christian Herald .....	13,140	19,839	24,006	17,166	74,151
Outlook .....	8,694	\$15,659	\$18,382	17,780	59,915

‡ 5 issues.

Grand Totals ..... 2,541,978 2,631,432 2,455,818 2,216,567 9,845,795

## "INTERESTIN' *but* TOUGH"

FACING the conquest of the New York market, you rub your chin, perhaps, and observe with a Mark Standish echo, "Interestin' but tough."

Quite tough, indeed! How many a high-flying project has tail-spinned through the bewildering cross-currents of the airs above Manhattan. These islanders are perhaps the most exacting, the most wary of prospects.

But what a market is here, rich, ripe, ready to react to the right formula! Within the Metropolitan area, one-quarter of the national income. Something reaching towards one half of the luxury purchases of the nation made in the smart shops on and off the Avenue.

The New Yorker, with more than 45,000 of its fifty some thousand buyers here within the Metropolitan area, is the key that will unlock the entrance to the home of those who count.

Our Island, with The New Yorker to carry the message of the product that is right, is, indeed, *not* tough. Indeed there is an arriviste air about advertisers in The New Yorker these days.

*The*

# NEW YORKER

25 WEST 45TH STREET, NEW YORK

# The Little Schoolmaster's Classroom

IT is a wise salesman who can be sure that he has sold every prospect every possible requirement that the prospect has. Manufacturers can tell many interesting stories of salesmen who have found, after selling customers for years, that these customers were buying only a fraction of what they should buy from the salesmen merely because the salesmen did not uncover the prospects' needs.

The Schoolmaster saw recently a copy of the sales manual used by the O'Brien Varnish Company. One of the most valuable sections of the manual is designed to eliminate the situation just described. This section is introduced by the following paragraph:

In the following pages we have compiled a list of industries showing the paint and varnish material used by each. This reference list will be of assistance to you in determining quickly the items in our line in which your representative customers may be interested.

The pages that follow this introduction list important industries which use paint and then under each industry heading, are listed the paint requirements of that industry. How this is done can be shown by quoting the list under the heading, "Architectural Iron Manufacturers":

Flat Black  
Drop Black in Japan  
Lamp Black in Oil  
Enamels  
Bronzing Liquid  
Varnish

Armed with such a list the salesman will not overlook any possible sales bet. Also he will be prepared to tell a full sales story when he meets the purchasing agent.

Eleven pages are taken up in the manual with this kind of information. It is space that should be highly productive.

\* \* \*

A rather striking example of the perils of competitive copy was in the Schoolmaster's mail this morn-

ing. It was a reply to a letter which the Schoolmaster had written to the author of what had seemed to him, when he first read it in the newspapers, a particularly flagrant example of "knocking" copy — ill-natured in tone, and almost malicious in its selection of facts. The Schoolmaster considered it bad advertising because it dwelt almost entirely on the faults of competitive products, to the neglect of that which it was supposed to advertise.

But when the author of this advertisement was approached with gentle remonstrances and inquiries of "How come?" he was, as his letter plainly shows, much surprised and grieved. He simply couldn't see the "knocking" angle in his own work, and is quite sure that "you put the wrong interpretation on it." He goes on at some length to tell of the care and pains that are taken in his organization to impress on everybody that the competitive product must be treated fairly and courteously.

Now, the point is that all this is quite true. There is no doubt at all that the man who wrote this copy did so with the best and purest intentions, and that not only he, but everybody else connected with his organization and his product, is utterly unable to see anything wrong in what he has said about his competitors. But his readers aren't able to see into his heart. The possibility of their "putting the wrong interpretation" on what he writes is a risk for which it is the duty of every man writing advertising to allow.

The Schoolmaster believes this to be a good rule to follow: If there is the slightest danger of any unprejudiced person reading a knock into what you say about your competition, don't say it.

\* \* \*

Anyone who, like the Schoolmaster, has trusted his favorite dog to the ministrations of a hard-boiled baggage-master and then

Other similar letters from:  
 American Face Brick Assn.  
 Armstrong Cork Co.  
 Bruce Lumber Co.  
 Celotex Company  
 Common Brick Mfrs. Assn.  
 Crane Company  
 Detroit Steel Products Co.  
 Flax-U-num Insulating Co.  
 Holland Furnace Company  
 Johns-Manville Co.  
 Kerner Incinerator Co.  
 Long-Bell Lumber Co.  
 Majestic Company  
 North Western Expd. Metal Co.  
 Paine Lumber Company  
 Richards-Wilcox Co.  
 Riddle Co., The Edward N.  
 Tucson Steel Company  
 U. S. Radiator Corporation  
 Vendor State Co.  
 Wasmuth-Endicott Co.  
 Wheeler, Osgood Co.



Hand equipment for installing Chamberlin Weather Strip on the inside of the door, or a window against insulation.



Sill equipment for in-swinging entrances. The double track—double convex feature of this door insures positive weather sealing.

## In the words of—

F. C. Weinert, Advertising Manager, Chamberlin Metal Weatherstrip Co., Inc.

*"We are only too glad to declare ourselves about the value of the National Real Estate Journal which is read by a type of reader who is in an unusual position to aid us in selling a nationally known product in modern building. The inquiries we receive are unusually fruitful from a business standpoint."*

Try our unique plan for selling Realtors—America's Homebuilders.

### NATIONAL A.R.C. REAL ESTATE A.R.P. JOURNAL

Porter-Bede-Langtry Corporation  
189 N. Clark St. Chicago

Mr. Joe.  
Bleeker  
wiped  
a metal  
surface.



The Chamberlin Metal Weather Strip shown above is made of expanded brass—highly polished and lacquered to resist discoloration and deterioration. It is easily applied and can be cut to any required length.

## Home Buyers Are Influenced by These Important Details

The presence of Chamberlin equipment on a building invariably inspires confidence in the mind of a prospective purchaser. It indicates an attention to detail—a desire on the part of the builder to provide the best that money can give—that may often prove the deciding factor in consummating a sale.

However, in itself alone Chamberlin equipment also arouses a keen interest. Take for example, the beautiful Chamberlin Brass Sill-Dor-Sat that adds no distinctive touch to a build-

ing entrance. Or, take the skillful design of Chamberlin Weather Strip as illustrated in the Head, Jamb and Sill sections of a single in-swinging casement. Even the inexperienced eye can see that here is represented long experience and exceptional workmanship.

And added to other outstanding features, remember that you can get that Chamberlin guarantee and service in equipment "for the life of the building".

Write for Chamberlin Literature.

**CHAMBERLIN  
WEATHER STRIPS**  
Since 1893—The Standard

CHAMBERLIN METAL WEATHER STRIP COMPANY

West Lafayette, Ind., Detroit, Mich.

101 Sales and Service Branches in the United States

## First Contact

with prospective home builders enables the retail lumber dealer to control the sale of building material. You can talk to buyers for more than 10,000 lumber yards in the

**American Lumberman**  
CHICAGO

Est. 1873

A. B. C.



## House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company  
607 Caxton Building : Cleveland, Ohio

for  
Agencies, Printers  
and their Clients!

## Xmas Cards

that reflect prestige without unduly affecting the purse. Hand made papers and envelopes, hand coloring. Connoisseurs know.

For samples, write or phone

WILL N. SCHLEICHER

246 FIFTH AVENUE, NEW YORK, N. Y.  
ASHland 9600

walked back to the Pullman to spend a journey wondering what is happening to the dog up there in the baggage car will appreciate a recent advertisement for the Pennsylvania Railroad.

The picture shows a woman handing a dog to a baggage-master and the caption reads: "He'll find a friend in the baggage car of every Pennsylvania train." The copy continues:

*"The animals went in two by two  
The elephant and the kangaroo."*

Not that the baggage car of any Pennsylvania train is a Noah's Ark on wheels, nor are Pennsylvania baggage-masters selected because of their affection for animals. But the natural liking which most of them have for pets is typical of the friendly spirit of Railroad Men.

From this point the copy goes on to point out that 500,000 passengers each day present 20,000 pieces of luggage and that, "the smooth efficient handling of this vast modern caravan is a daily miracle of modern transportation."

In a series that is notable for its presentation of the little extras in railroad service which in the long run amount to so much to the traveler, this advertisement stands out. It is a lesson to advertisers who neglect what seem, to them, to be trifles, but what are, in the last analysis, far from trifles in the lives of a great many customers and prospects.

\* \* \*

The Schoolmaster is accustomed to running across references to and quotations from PRINTERS' INK in all sorts of unexpected places. But he confesses to his surprise when he found PRINTERS' INK playing an important part in the plot of one of the new fall juvenile books.

The author needs no introduction to the Class—Charles G. Muller is a frequent contributor to PRINTERS' INK.

"Puck Chasers, Incorporated" is the story of a hockey team at a boys' school. This team is unusual in that it is dignified by having an "advertising manager," one Douglas "Fatso" Johnson. Fatso is bubbling over with ideas on how to "sell" the rest of the school on the idea of having a

## SPLENDID OPPORTUNITY FOR ADVERTISING ASSISTANT

A young man, having a thorough Advertising background, able to create, lay out and buy engravings, printing, direct mail and window displays.

He should have a well developed sales promotion slant and may have to occasionally travel in a promotion capacity.

By a national advertiser located in Connecticut not far from New York City, in a congenial home city where living expenses are not high.

A real future lies ahead for the right man.

Write briefly, giving age, education, complete business experience, married or single, salary needed and photograph.

Address "L," Box 131,  
c/o Printers' Ink,  
New York City.

## Here's a Man Wants A REAL JOB!

At present V.P. of a small agency . . . he thrives on responsibility . . . writes copy that "clicks"—as versatile as the devil—can write "New Yorker" or "News"—also convincing inspirational and promotional copy . . . writes plans, too . . . ten years' general agency, direct advertising and advertising manager experience . . . his fascination is the great idea of merchandising. He knows art, production, costs and personnel . . . makes unusually comprehensive layouts. He is 36—old enough and young enough . . . knows the secret of working in productive harmony . . . he's a conscientious slave for company profits! HE WANTS: Job in New York . . . as Copy chief . . . copy writer . . . creative head of small agency . . . ADVERTISING MANAGER . . . and only \$6500 as a starter! Address "J," Box 130, Printers' Ink.

### To Let for Business 74 Fifth Ave. AT 13th ST.

Exceptionally desirable location modern building, 7,500 feet to the floor, Sprinklered.

Light on all four sides.

Separate shipping entrance.

Extremely desirable for publishers, advertising agents, etc.

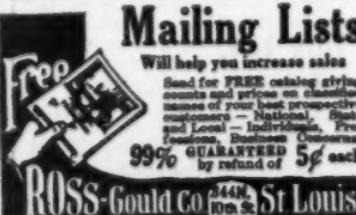
Apply Sept. on premises or  
**HUBERTH & HUBERTH**  
2 Columbus Circle  
Circle 7820

**MR.** Business Man: Why Not A House Organ? It accumulates interest, readers and prospects. Each new issue melts away sales resistance. Like an old friend, it's welcome. But it must be original, sparkling, newsy, and unusual. How? That's where I come in. I've written for motion pictures, magazines, and the stage—and find some of the tricks of these trades can pull a house organ out of a hole. Write "A," Box 272, Printers' Ink.

### Mailing Lists

Will help you increase sales

Send for FREE catalog giving names and prices on mailing lists of your best prospective customers—National, State and Local—Individuals, Professions, Businesses, Organizations, 99% GUARANTEED by refund of 5¢ each



ROSS-Gould Co. 244 N. 10th St. St. Louis

hockey team, keeping enthusiasm at a high pitch and getting a large attendance at the games. And, like many other advertising managers, he gets his ideas from PRINTERS' INK, which is sent to him by his father.

"Puck Chasers, Incorporated" may plant the advertising germ in the minds of some of its boy readers. If, when they grow up, they become associated with the advertising business, the Schoolmaster hopes that they will follow the example set by the ambitious Fatso and look to PRINTERS' INK for ideas.

\* \* \*

Ask a salesman how much his company's advertising helps him and nine times out of ten he will straddle the question. Sometimes that is because he honestly doesn't know. More often he equivocates in answering for the natural reason that he doesn't want to endorse anything at his own expense. "If I praise our advertising too enthusiastically, I may belittle my ability to sell," he is all too likely to reason. "I can't afford to make myself look insignificant."

A friend of the Schoolmaster told the other day how he had succeeded in getting his company's sales force to think more seriously about the company's advertising. He is advertising manager of a leader in the food product field and directs an annual advertising investment that runs into seven figures.

"For a long time I have wanted to get our salesmen to sit down for a few minutes and do some real thinking about our advertising," he said. "Finally I sent out a letter that started off: 'At a meeting of the company's directors recently the decision was made to discontinue all advertising. This decision takes effect at once.' Then a few sentences later I made it plain that no such move had been made and none was contemplated. In spite of the explanation the announcement proved to be a big shock.

"I almost suffered heart failure when I read the first paragraph of your letter," one salesman wrote.



# WANTED a man . . .

IS a large agency better than a small one? An unusual partnership opportunity is offered to one or two *producing* agency executives because the above question is answered in the affirmative by the present owner of a small but profitable New York agency.

It might even be a merger, but any individual executives to be considered must have been long enough in agency work to have a sizable billing of their own. Their experience, qualifications, and connections should be such as to entitle them to own and run a top-notch agency.

If this appeals to you as the realization of an ambition to go into business for yourself, then write in detail your experience, and the part of the new agency you are best fitted to run. State present earnings, amount of billing to come with you, or such other information as would rightfully entitle you to become part owner in a fast-growing New York agency.



ADDRESS REPLIES TO PRINTERS' INK, BOX No. 276



Oct. 13, 1927

**Wanted—A Business**

Will buy an established drug or grocery specialty with national or intensive distribution in Eastern and Middle Western territory. Not interested in perfumes or alcoholic tonics or medicines. Prefer food product or cream, powder, lotion, rouge, soap, shampoo or cleanser. Will pay cash for successful business showing earnings over five-year period. Address

JESS H. WILSON  
3265 Colerain Ave., Cincinnati, Ohio

# 20 YEARS

## COPY and CONTACT

with 3 of the largest agencies. Over 200 accounts of all kinds. Forty Food accounts—12 Automobiles—8 Toilet Articles. All-around man—no specialties—large volume—rapid worker—adaptable. Permanent position wanted with agency or as advertising manager—anywhere. Address "B," Box 275, Printers' Ink.

### **WANTED— ADVERTISING MANAGER**

for high-grade Railway Brotherhood Magazine.

Require experienced man willing to travel.

Liberal salary, expenses, and commission to the right man.

Give experience and starting salary required. Strictly confidential.

Address "E," Box 278,  
Printers' Ink

'You impressed on me more deeply than you could have done in any other way the importance of our advertising. From now on I'll use it with greater effect.' Many others wrote. One said, 'Your letter stunned me so I had to re-read it several times to appreciate what you said in the closing paragraphs. There are a lot of us who are not tying up with the advertising as we should. I should hate to think that some competitor had it to talk about instead of us. Now I realize the importance of keeping the jobbers and their salesmen enthusiastic.'

If more salesmen could be induced to think of how different their work would be without advertising, there would be a marked improvement in selling. All that some of them appear to need is a hint. So far as the prospect is concerned, the company he has never heard of and its merchandise simply don't exist. No one knows that better than the salesman. The manufacturer who tells his men he is going to discontinue advertising will, the Schoolmaster guesses, discover more ardent advocates of advertising among his salesmen than he believed were there.

### To Raise Fund to Advertise Louisville

An organization known as Louisville, Inc., of Louisville, Ky., has been formed to conduct a subscription campaign to raise \$450,000 for the purpose of advertising that city.

### Keystone Chemical Appoints Edward S. Kahn

The Keystone Chemical Company, Cleveland, has appointed Edward S. Kahn, Akron, Ohio, advertising, to direct its advertising account.

### Appoints Andrew Cone Agency

The Savoy-Plaza Hotel, New York, has appointed the Andrew Cone Advertising Agency, New York, to direct its advertising account.

"GIBBONS knows CANADA"

I. A. GIBBONS Limited, Advertising Agents  
TORONTO HAMILTON MONTREAL LONDON, ENGL. WINNIPEG

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

Save you money on publications. Printer producing eight monthlies can take more. High-class work; individual service; only 2 hours from New York; messenger. Stryker Press, Washington, N. J.

**For Sale**—Golding Jobber, 15 by 21 in., two years old, in perfect condition; will sell for half price on easy terms, or will exchange toward 12 by 18 craftsman unit. P. W. Minor & Son Inc., Batavia, N. Y.

An old-established Monthly Magazine in exceptional field wants advertising man who is well posted on National advertising who will invest \$5000 in the Publication. This is a real opportunity. Address Rockwell, 606 F St. N.W., Washington, D. C.

### SMALL PRINTING INK PLANT

Greater New York, established 19 years, low overhead, great opportunity for active man, to be sold at once with or without building on account of sickness. Box 857, Printers' Ink.

**Advertising and Publicity Counselor** in New York, with profitable, established business, desires to expand and seeks partner with capital or association with other reputable organization looking for more business and a capable executive to further their interests. Box 830, P. I.

### Mr. Publisher, Are Your Printing Bills Eating Up Your Profits?

Cut this cost without sacrificing quality! Our business is printing any kind of magazine—and printing it right at the lowest price. We are organized and equipped to give you efficient and prompt service. Where you are located makes no difference. Let us tell you how we do it. W. F. Huffman Printing Company, Wisconsin Rapids, Wisconsin.

### HELP WANTED

Correspondent, experienced, is wanted by a nationally advertised establishment, the largest of its kind in the world. Must be of proved ability and able to direct the work of others. Salary commensurate with ability. Excellent opportunity is offered and applications will be held in strictest confidence. Box 831, P. I.

### OPPORTUNITY SOUTH

Thirty year old printing service establishment with trade magazine and syndicate advertising service has good opening for a copywriter and plan man, with merchandising background. Advertising service to furniture industry offers exceptional opportunity.

Southern Furniture Studios  
Queen City Printing Company  
Charlotte, N. C.

**PRODUCTION MAN**—wanted by small New York State Advertising Agency. Experience in a medium sized agency will be of advantage. Give full details by letter. Box 838, Printers' Ink.

**Trade-Paper Representatives** working on commission basis to take on another small trade publication. Exclusive territories in manufacturing centers. Box 861, Printers' Ink.

### SIGN SALESMEN

Territory open for a fine line of advertising signs and displays. To capable men handsome returns assured. State experience. Box 833, Printers' Ink.

### SECRETARY

The president of a large advertising company offers an ambitious young woman who intends to remain in business an unusual opportunity to serve as his secretary.

She must have an attractive, vigorous personality, and ability to take rapid dictation. Preference will be given to young woman, about 30 years old, now receiving over \$40 weekly, with college education and several years' experience as secretary to active head of large, progressive business, who has herself hired girls for the office and had some personnel responsibility with her present company.

State age, religion, education, company names, dates and salaries of positions held. No letters considered that cannot comply with experience or that omit details requested. Replies will be held in strict confidence.

Box 853, Printers' Ink.

### GRAVURE SALESMEN WANTED

The Art Gravure Corporation, recognized as the leading gravure organization with nation-wide service, is interested in securing immediately several experienced salesmen for their Chicago territory.

A thorough knowledge of merchandising methods, creative ability and faculty to meet and sell executives are essential. Money-making possibilities limited only by your ability. Drawing account against commission. Permanent employment with opportunity for advancement. See H. B. Williams at the Art Gravure Corporation's booth, D. M. A. A. Convention, Hotel Stevens, Chicago, Ill., October 19, 20 and 21.

Oct. 13, 1927

## MISCELLANEOUS

**"I'll get a job first  
—then study"**

Half a dozen recent correspondents have given me this final answer on the matter of subscribing for my Coaching Service in Advertising, Selling and Business Writing.

One wrote: "If I can carry out my plan of getting with a good agency, I'll certainly want your course to help me out." In my own career and in the careers of most of my acquaintances, preparation, to a reasonable extent at least, had to come before *placement*. But now young men and young women seem to expect the procedure to be reversed. They hope to find kindly disposed advertisers, agency executives and publishers who are willing to turn their offices into training schools for aspiring youth. This may happen once in a thousand times, but in the other 999 cases the "hard-hearted" employer expects people to come well prepared to assume certain important responsibilities. He hasn't much time for playing teacher.

There are no magic short-cuts to success in the big field of advertising and selling. Fate has a pretty certain way of leading the candidate up to the responsibilities he has prepared himself to assume. Only his own experience will teach him certain things, but he can acquire a priceless foundation from the experiences of other men—if he is willing to study earnestly and persistently.

Here is where I come in. I have laid out a 20-months' course of spare-hour study covering the entire field of Research, Planning, Advertising and Sales Management, Dealer Relations, Agency Work, Copy of all types, Business Articles, etc. I accept only well-qualified candidates. My instruction reflects an active advertising-agency experience—is based on 25 years in advertising, sales planning, writing, teaching. I guarantee no jobs, but have trained hundreds for responsible, well-paid positions. Employers call on me occasionally to aid them in finding assistants well qualified for certain responsibilities.

Text-books of college standard used. Loose-leaf Supplementary Helps. Close personal criticism of test work. Write frankly about your needs and aims.

**S. ROLAND HALL**

Box 624  
Member, American Association of Advertising Agencies, Authors' League.  
Formerly Advertising Manager, Alpha Portland Cement Co. and Victor Talking Machine Co.

**POSITIONS WANTED**

Young woman, college trained in advertising and journalism, good copy writer, desires position. Willing to make up in intelligent application what she lacks in experience. Box 834, Printers' Ink.

**ADVERTISING MAN** who has made millions in sales possible; 12 years' New York experience. Thoroughly understands mail order and retail. Knows merchandise and how to sell it. Possess art ability. Married; of good character. Box 844, P. I.

**EDITOR-WRITER**—who is versatile, a skilful craftsman with words and ideas, formerly editor of a national business magazine wants position where high intelligence is appreciated. Box 837, P. I.

**Expert male stenographer, correspondent with limited experience copy-writing, mail-order, and publicity campaigns, desires to advance in advertising profession. Agency connection preferred. Box 839, P. I.**

**Merchandising and advertising executive**, contact for ten years with retailers, jobbers and manufacturers. Experience in training salesmen. Available January 1st. Age 32. Salary \$7,500. Box 855, P. I.

**Part-Time Advertising Manager**  
If you cannot afford the overhead of a full-time advertising manager, but could use a high-calibre man on part time, address Box 835, Printers' Ink.

**VISUALIZER ARTIST**  
Broad experience in advertising art ideas, roughs or finished work all mediums. Part time or free-lance. N. Y. only. Box 859, Printers' Ink.

**ARTIST**  
Young man, with experience at lettering, layouts, and color work in the modern spirit, desires full or part time connection. Box 851, Printers' Ink.

**CARTOONIST**  
Artist—young experienced cartoonist with humorous ideas—wishes whole or part time position. Very moderate rate or salary. Box 860, Printers' Ink.

**FREE-LANCE COPY SERVICE**  
for manufacturers, agencies and printers. Former New York Copy Chief. Sixteen years' experience on national accounts. Box 845, Printers' Ink.

**COPY WRITER**—twelve years for big New York agencies and corporation advertising manager. Full or part time. Box 846, Printers' Ink.

**ADVERTISING AGENCY BOOK-KEEPER** seeks position. Age 33. Married. Address Box 849, care of Printers' Ink.

**VISUALIZER**  
**IDEA AND LAYOUT ARTIST**  
**AVAILABLE, NEW YORK MAN.** Box 842, Printers' Ink.

**ARTIST**

Six years' agency experience, layout, lettering; a resourceful illustrator who can really draw figures seeks high-class connection; moderate salary. Box 841, P. I.

**MAIL ORDER**

Unusually successful record getting results at low cost for clothing, foods, beauty products, books, medicines, fat reducers and other direct-to-consumer agents and coupon accounts. New York man; go anywhere. Box 843, P. I.

**Let Me Get Business for You!** Experienced advertising saleswoman wishes position. Can write news, advertising copy. Introduce new methods selling "space." Have auto, modest salary. Box 850, P. I.

**FREE LANCE COPY WRITER** Booklets, circulars, especially women's and children's products. Illustrated if desired. Elizabeth Gwynne, 158 East 56th St., New York.

## ARTIST

Experienced letterer desires position with service or agency, at present employed. Box 852, Printers' Ink.

**Trade Paper Editor-Executive**, seven years' experience, now employed, wishes new connection for policy reasons. Capable and dependable. Christian. Married. Would consider buying interest in right paper. Box 848, Printers' Ink.

**Editorial Assistant** — Young woman, capable assuming responsibility, make-up, editing copy, art work, proof-reading, closing. Able correspondent, well-educated, versatile. Excellent contacts—women's wear—fashions. Box 856, P. I.

**College Man, 25.** Five years' experience. Visualizes. Knows type. Contacts. Writing copy his particular forte. His work has received high praise. Wants opportunity with agency handling national accounts. Controls business. Now employed. Box 858, Printers' Ink.

**Advertising** — Young woman, creative ability—experienced; sales promotional copywriting, layouts, campaigns, primarily artist, seeks manufacturer requiring person of creative executive ability, producing services, sales appeals to housewives and dealers. Box 836, P. I.

**Advertising salesman and representative** is interested to work in Chicago territory for a newspaper or other publication or a publisher's representative. Effective, energetic, progressive and financially responsible. Correspondence confidential. Box 840, Printers' Ink, Chicago Office.

## THAT BOOKLET

I furnish the Idea, Copy, Layout and Illustrations — everything complete — for booklets, broadsides and folders that get results. Will print them if desired, and relieve you of all bother. Have served the most critical. Box 847, P. I.

## HERE'S A GOOD TIP!

for a newspaper, general magazine, trade paper or a manufacturer with a full-fledged advertising department. We know a young man, age 27, with a scintillating personality, who has a good background of newspaper selling experience plus sales and sales promotion with a nationally known biological and pharmaceutical manufacturing chemical company.

This man is a real business-getter and has been making \$75 per week plus expenses.

**GIVE THIS CHAP A CHANCE TO PROVE HIS ABILITY.**  
Box 862, Printers' Ink.

## Typographer and Layout Man

Now with a class magazine. Has a background of actual mechanical experience in a printshop plus extension university training. Seeks a connection with an agency or large printing organization with the opportunity to grow. New York City preferred. Available within any reasonable time. Box 854, Printers' Ink.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF PRINTERS' INK, published weekly at New York, N. Y., for October 1, 1927.**

### STATE OF NEW YORK, COUNTY OF NEW YORK, ss:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of *PRINTERS' INK* and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

- That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, H. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.
- That the owners are: Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; H. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; R. E. Lawrence, 185 Madison Ave., New York, N. Y.

- That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

- That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.  
Sworn to and subscribed before me this 28th day of September, 1927.

EUGENIA PEERS HINCAN  
Notary Public, City of New York.  
(My commission expires March 30, 1929)

Oct. 13, 1927

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In  
the current issue  
of LIBERTY

[October 15th]

—on pages 46-47 and on page  
62 are two examples in color of  
our interpretation of the modern  
trend in advertising.



The JOHN H. DUNHAM Company  
*Advertising*  
TRIBUNE TOWER  
CHICAGO

Oct. 23, 1927

# S U P R E M E I N C H I C A G O

FIRST IN ADVERTISING - FIRST IN CIRCULATION

**Gardner Motor Company tackles Chicago market using Tribune exclusively—"As a result our sales have increased remarkably"—says R. E. Gardner, Jr., President**

THE GARDNER MOTOR COMPANY, INC.



SAINT LOUIS, U.S.A.

August 22, 1927.

The Chicago Tribune,  
Tribune Tower,  
Chicago, Ill.

Dear Mr. Benham:

Attention - Mr. Clyde S. Benham

Our auditors have just handed me an analysis of our business in Cook County, Ill., covering the two years since our Chicago Branch was opened on September 1st, 1925. Since the Chicago Tribune has contributed in no small measure to our development in the Chicago territory, you will possibly be interested in the story these figures tell.

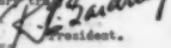
From September 1st, 1925, to September 1st, 1926, our retail deliveries in Cook County increased 52% over deliveries for the preceding twelve months. In the same period, our new car registrations for Cook County increased 36%.

During our second Branch year, from September 1st, 1926, to September 1st, 1927, our increases continued, new car deliveries increasing 42% over the record deliveries of the preceding year, and new car registrations increasing 5%.

From January 1st, 1927, to date, our new car deliveries exceed those of the entire year of 1926, and our new car registrations for the first eight months of 1927 have reached a figure well in excess of our total 1926 registrations. Incidentally, only three cars represented in Cook County have shown an increase in new car registrations every month of 1927 against the corresponding month of 1926. Gardner is one of the three, the other two being cars in or under the thousand dollar price class. This Gardner achievement is all the more notable when we consider the large decrease in total registrations this year as against the first eight months of 1926.

During the two years mentioned, we have used the Chicago Tribune exclusively because of its thorough coverage of our retail market and its great influence on dealers in Chicago and territory adjacent thereto. The wisdom of this policy is clearly indicated by the large business increase we have enjoyed as exclusive Tribune advertisers. It is particularly significant that, altho a large part of our increases in Cook County is traceable to our Tribune campaigns, the cost of the campaigns has been quite moderate.

Yours very truly,



R. E. Gardner  
President.

REDACTED  
CABLE ADDRESS: GARDER

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER